VOGUE

1949 ers

NEW FASHIONS
IN NEW MATERIALS

TRAVEL PLANS

IDEAS TO WATCH

January 1949 Incorporating Vanity Fair
Price 50 Cents in U. S. and Canada $1.00 All Other Countries
COPYRIGHT 1948 THE CONDÉ NAST PUBLICATIONS, INC.

Beautiful Hair

B R E C K

THERE ARE THREE DIFFERENT BRECK SHAMPOOS

The hair of a little child has a soft natural beauty. Breck Shampoos are mild and gentle - gentle enough to be used on little children. The Breck Shampoos leave the hair clean, shining, and lustrous - in better condition for hair styling. Whenever you buy a Breck Shampoo, mention whether your hair is dry, oily, or normal, and you will be given the correct shampoo for your hair condition.

The three Breck Shampoos are now available in an 8 oz. economy size for $1.00 - Other sizes, 60c and $1.75

JOHN H BRECK INC MANUFACTURING CHEMISTS · SPRINGFIELD 3 MASSACHUSETTS
CANADIAN ADDRESS · 310 SLATER STREET · OTTAWA

DELMAN
designs
his first 1949 collection
of SHOES
for palm-shelter places
Delman shoes
from $22.95
ON THE PLAZA • NEW YORK 19
BERGDORF
GOODMAN
5TH AVENUE AT 58TH STREET

Oh, the Beauty of it!

Pale Velvet Hands with Whispering Fingertips...

One unbroken sweep of pale velvet beauty is a "must" with this season's disclosing clothes and smaller accessories.

Ardena Hand Lotion

Crimson Lilac Nail Lacquer

From shoulder to fingertip...Ardena Hand Lotion! So extra-protective, so richly concentrated, every single drop counts! Lightens, soothes, softens, of course...but, because Elizabeth Arden creates it, it does even more... leaves a non-sticky invisible after-film that continues to protect against wind and weather. And, wonder of wonders, it costs the same as any garden variety...so use it extensively! (For pretty fingertips wear a new whispering lacquer tone—Crimson Lilac is the latest—Amazing, how such a delicate-looking lacquer can be so sturdy!)

ARDENA HAND LOTION, .65, 1.00, 1.75, 4.50 NAIL LACQUER (scented with Blue Grass), 1.00

Everything else to keep your hands pale-velvet-beautiful, too:

CAMELLIA EMOLLIENT HAND CREAM . . .
wards off age signs, 1.50, 2.50

FOOLPRUF UNDERCOAT . . .
prolongs lacquer life, protects nails, .75

ARDENA BLEACHINE CREAM . . .
helps lighten discolored hands, 1.25

For more stubborn cases: ARDENA BLEACH CREAM, 1.50

ARDENA CUTICLE CREAM, 1.50

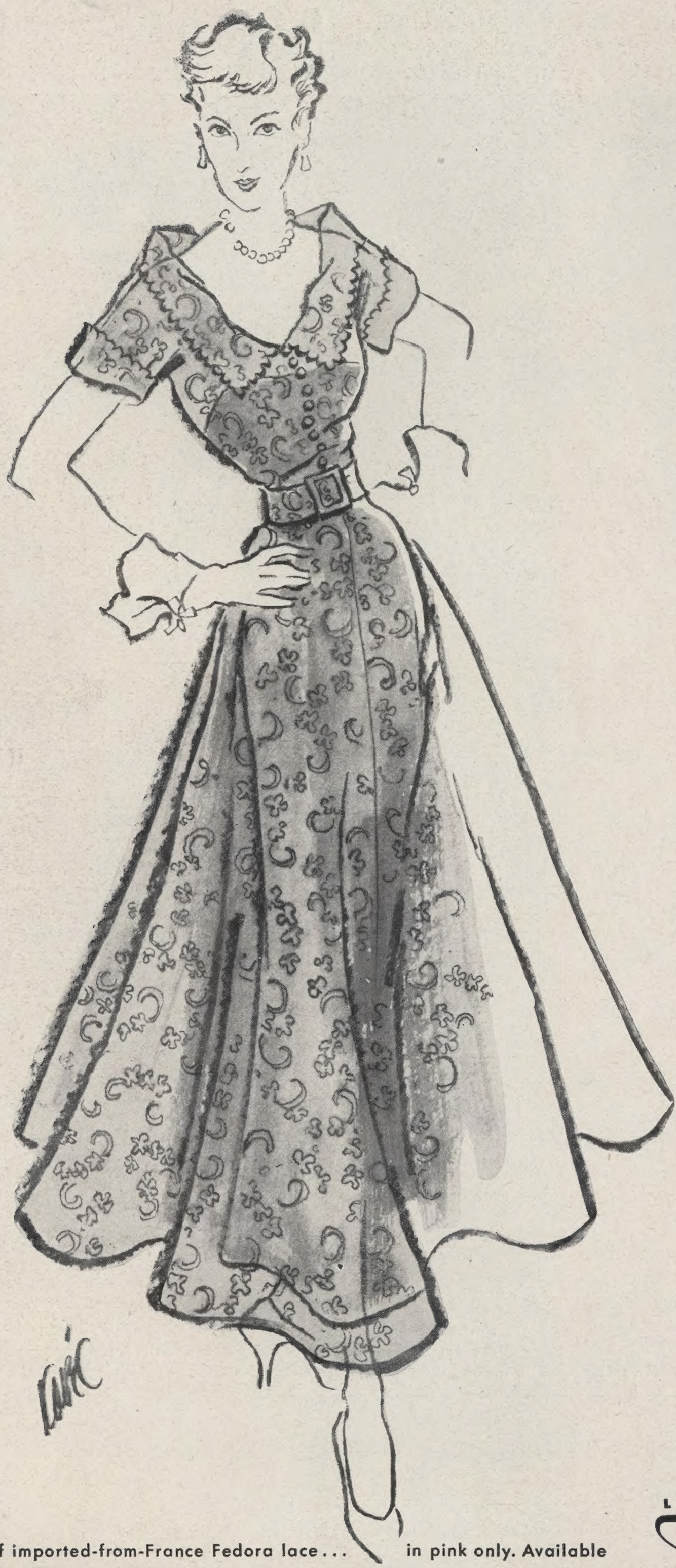
ARDENA FABRIC NIGHT GLOVES, 3.00 (no Federal tax)
all other prices plus taxes

Elizabeth Arden

Dinner in the desert. Mollie Parnis' happy contradiction for all resort spots with coolish evenings. Bare but shawled wool and rayon jersey. White, aqua, yellow. 69.95. Resort Sportswear.

SAKS FIFTH AVENUE

NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT • MIAMI BEACH • PALM BEACH

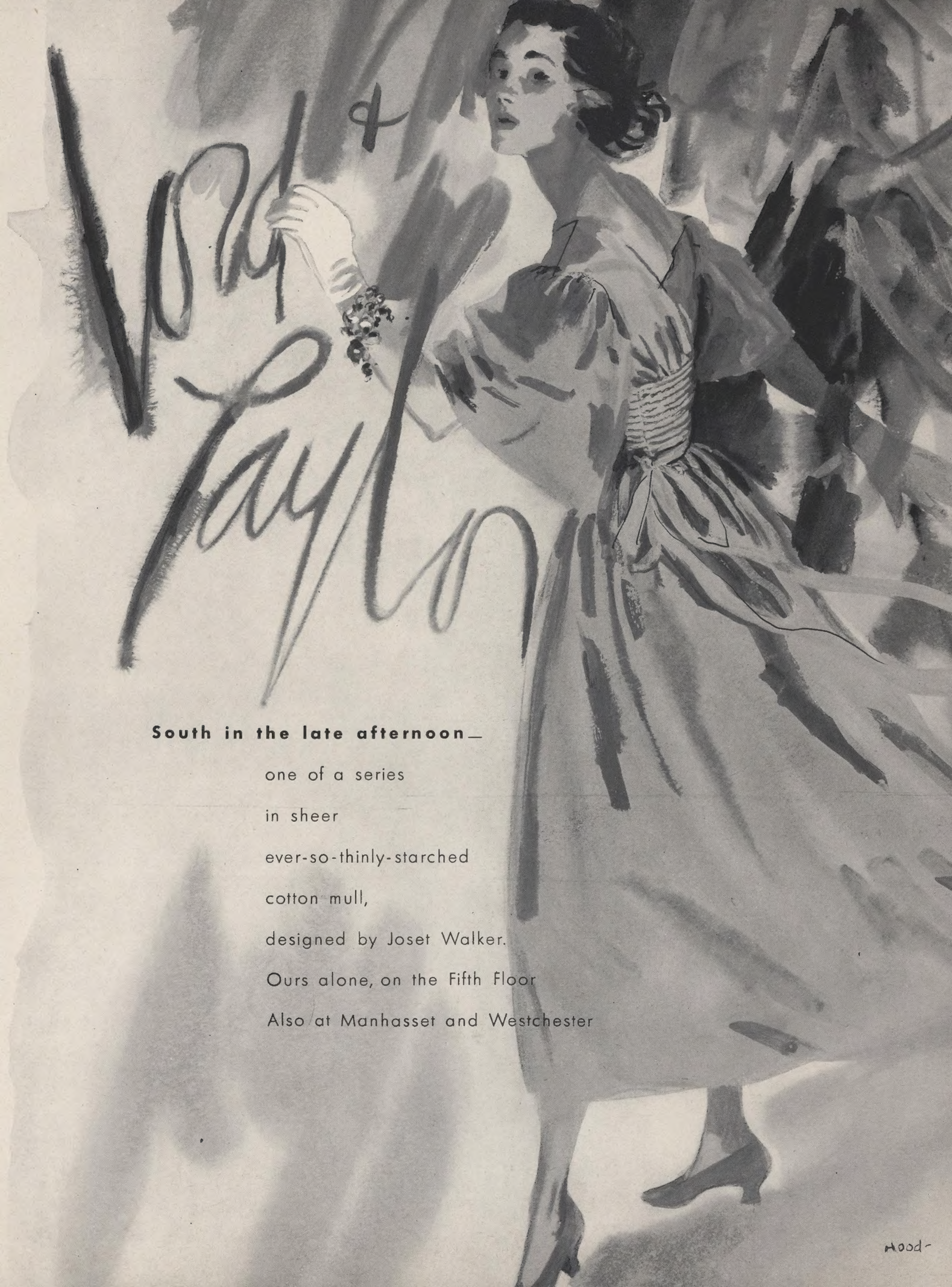


Dinner dress of imported-from-France Fedora lace... in pink only. Available at LORD & TAYLOR in New York and most of America's fine stores. About $125.

LARRY Aldrich NEW YORK

VOGUE incorporating Vanity Fair is published semi-monthly except for the months of January, June, July and December, when it is published monthly by The Condé Nost Publications Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879 Subscriptions $7.50 a year in U. S.A.

Vol. 113, No. 1
Whole No. 1821



South in the late afternoon—

one of a series

in sheer

ever-so-thinly-starched

cotton mull,

designed by Joset Walker.

Ours alone, on the Fifth Floor

Also at Manhasset and Westchester

Lilli Ann of san francisco

does a series of spring-bound dressmaker suits, strategically manoeuvred in line and detail to give a taller, slimmer silhouette. This one, in finest quality 100% virgin wool sheen gabardine, has tiers of pockets to accentuate the slender-waist look, comes in all the important spring colors... black, navy, beige, kelly green, red, pink, powder blue, aqua, and toast... sizes 10 to 20... about seventy-nine dollars... at Goldman's in Oakland, California ...and fine stores everywhere.

HURRELL PHOTOGRAPH—JOHN FREDERICS HAT

"of san francisco"
...city of sophisticates
and superlatives...
of longest bridges and
suddenest hills, and fairest flowers
and smartest women.

FOR NAME OF STORE NEAREST TO YOU,
WRITE LILLI ANN, 973 MARKET STREET, SAN FRANCISCO

TOWN-AND-TRAVELLER CHECKS. *The back-talk suit in black, brown, or navy checked womanswear worsted. Bow-at-the-throat blouse of silk shantung. Sizes 10 to 16. Suit,* ***125.*** *Blouse,* ***25.*** *From Better Dresses, Third Floor.* ***STERN BROTHERS,*** *42nd St., West of 5th Ave., N.Y. 18*

HAT BY MR. JOHN FURS BY FREDRICA

Kane Weill original

designed by Natalie Renke

Sheer shape, girdled in leather... **Miron's** tissue worsted, in silver-gray and sand-beige. Sizes 10 to 16. About $60. At finest stores: for name of nearest, write Kane-Weill, 498 Seventh Ave., N.Y. 18

HUTZLER'S travel coat by Monte Sano, soft-played new variation on a classic theme . . . of Forstmann's Lanol fleece in clear colors. Ours exclusively in Baltimore.

At long last! Suits

tailored by Handmacher in

Pure Silk Shimmer

. . . regally rich in exciting,

talk-of-the-season

colors . . . eye-popping

at **less than**

fifty dollars

LOUIS FAURER—HAT BY MR. JOHN

tailored by Handmachers

Handmacher-Vogel, Inc., New York City

the print's the thing
WHEREIN DOROTHY O'HARA, creator-designer from hollywood, displays her flair for the dramatic • she splashes bold, bright roses on a black ground . . . achieves newness that's refreshing as the first rose of spring • long-stemmed or short in fine-textured rayon crepe: black with red, yellow or green, 10 to 18. dinner length, 69.95. street length, 59.95
arnold constable fashion salon, third floor
Arnold constable, fifth avenue exclusive
arnold constable, fifth avenue at 40th, n. y. also hempstead + new rochelle + hackensack

Most important in the Florida Scene Sunshine Fashions*

This Sunshine Fashion suit is one more reason why you'll want to bring your trunks empty to Burdine's. Created by Dan Millstein, of Juilliard's exquisite wool gabardine. Swooping cavalier cuffs and subtly placed back fullness -- make fashion history.

Clear spode red or avocado green, sizes 10-16 . . . $69.95.

Bring your trunks empty to . . .

Burdine's
Sunshine Fashions

MIAMI • MIAMI BEACH • FT. LAUDERDALE • WEST PALM BEACH

*Reg. U. S. Pat. Off.

BRITISH WALKERS
MADE IN THE U. S. A. FOR MEN AND WOMEN

take to lady-like lines for shoes to walk in—to live in.
The oh-so-soft patented Synchro-Flex construction is the
last that is first with smart women. Pump and strap shoe as
illustrated and also in open-toe open-heel versions in
black, coco, gunmetal grey or navy suede with matching
calf; white buck with tan calf. Closed toe and heel pump and
strap shoe also available in all-over black or brown calf.
Mail orders prepaid anywhere. 18.95.

Harzfeld's
Petticoat Lane . Kansas City

Kraus
ORIGINAL
ZUCKERMAN & KRAUS, N. Y.
FORSTMANN'S CORONEEN PIN CHECK
AT NEIMAN-MARCUS CO., DALLAS
JULIUS GARFINCKEL & CO. WASHINGTON, D. C.

Perfect wool dress for spring, done by Morton Bregman only for this already-famous shop in Philadelphia. Glen plaid, brown or grey predominating, in sizes 10 to 20. $55.

Fifth Avenue Shop

IN GIMBELS PHILADELPHIA

Diamonds—Harry Winston Gown—Cecil Chapman

Gene Fenn

Natural aristocrat...White Mink, a most precious *Emba Mutation fur...
worked into an evening jacket of classic simplicity.

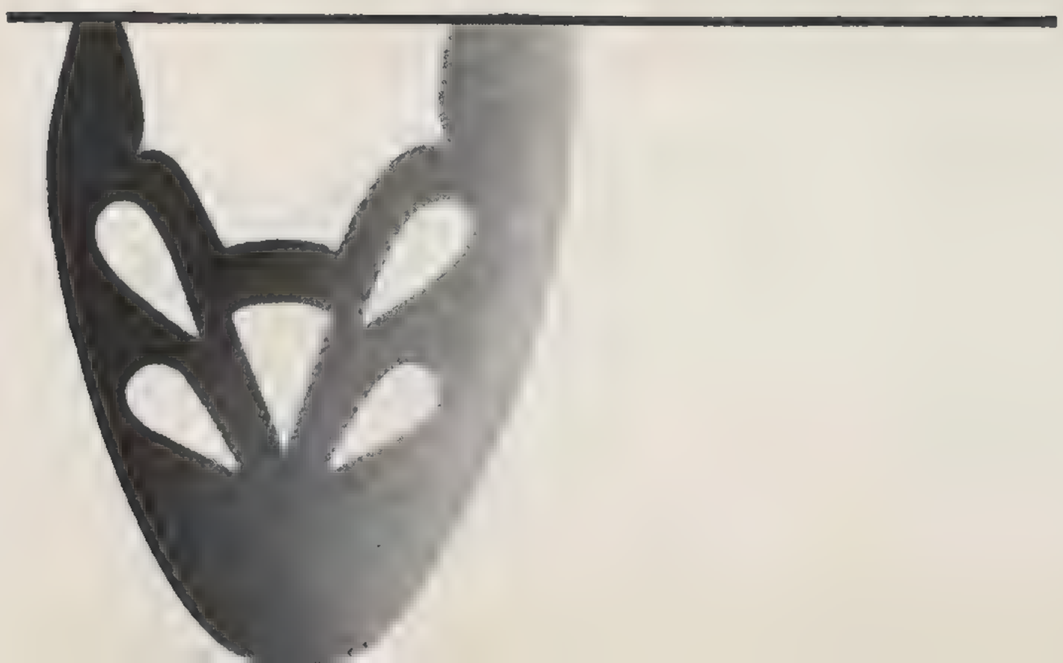
MAXIMILIAN, New York **I. MAGNIN & CO.,** California **HOLT, RENFREW & CO., LTD.,** Canada

*(R) **MUTATION MINK BREEDERS ASSOCIATION** • Consult your furrier for further information about White Mink

The deep decollete sweepingly reveals the beauty of your instep. The graceful scalloping is done with infinite restraint and delicacy. Together, a new elegance is attained in the "Camellia" pump and sandal newly created by I. Miller.

I. Miller

Shops and agencies in principal cities. Executive offices: Long Island City, New York



bodies remodeled...no waiting!

There's a wonderful new swim suit fabric...and only Jantzen has it. It's our Nylastic, nylon and Laton, two-way stretch, wonderful-feeling, fine and flexible as skin and full of control. It comes in mat or satin finish ...with the famous Jantzen girdle control...with the marvelous new Jantzen boned "Stay-bra" that lifts and moulds with no earthly need for shoulder straps.

"MAGIC"... left, one-piecer in mat-finish Nylastic comes in six wonderful colors plus white, is 15.95.

"SUNAIRE"... the two-piecer, same colors, is 14.95.

"AMOURETTE"... perfect new Jantzen tank suit *(above)* with remarkably effectively draped, slimming panel, comes in Jantzen Lastex-powered two-way stretch pique, five glorious colors plus all-white, all-black, black with white panel, Rio red with white panel, 11.95.

Jantzen®

®LASTEX-POWERED SWIM SUITS

TAN with **JAN**... for a glorious copper tan use Jan Sun Oil, for protection use Jan Sun Lotion.

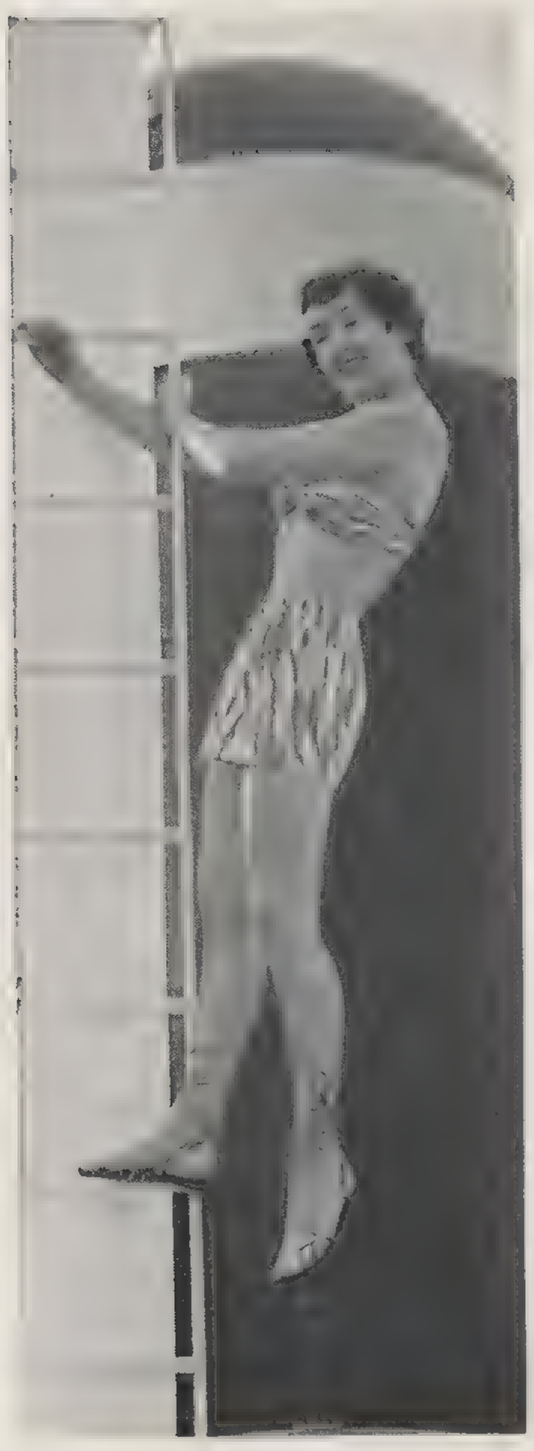
JANTZEN KNITTING MILLS, INC., PORTLAND 14, OREGON

VOGUE'S SPRING FABRIC PREVIEW

presenting the announcements of

Ameritex
American Enka Corporation
American Viscose Corporation
Bates Fabrics, Inc.
Bianchini, Férier, Inc.
Botany Mills, Inc.
Burlington Mills, Concordia-Gallia Division
Burlington Mills, Galey & Lord Division
Celanese Corporation of America
Crompton-Richmond Company, Inc.
Dan River Mills, Inc.
Everfast Fabrics, Inc.
Fuller Fabrics
A. D. Juilliard & Co., Inc.
Lonsdale Company
Lorraine Manufacturing Company, Inc.
Robert McBratney & Company, Inc.
McCampbell & Company
Merrimack Manufacturing Company, Inc.
Milliken Fabrics
Mingtoy Silk Mills, Inc.
Miron Mills, Inc.
National Mallinson Fabrics Corporation
North American Rayon Corporation
Pacific Mills
Shamokin Woolen Mills, Inc.
Shelhar Fabrics Corporation
Wesley Simpson
S. Stroock & Co., Inc.
The United Piece Dye Works
Verney Fabrics Corporation
Wyner Fabrics Ltd.

YOU WILL FIND VOGUE'S EDITORIAL PREVIEW OF SPRING FABRICS BEGINNING ON PAGE 98



launching

*Celanese**

Knit Sharkskin

a superb new fabric of acetate rayon which—because it's knit—feels cooler by degrees than ordinary sharkskins, has a new ease of manner that will delight you

on deck *change-a-minute knit sharkskin costume, a David Crystal design; includes multi-print bra-top, shorts, wrap-around skirt, stole, white jacket, blue cummerbund, complete $40. At all Peck & Peck shops; J. W. Robinson Co., Los Angeles; A. Harris, Dallas. For other stores write: Celanese Corporation of America, New York 16.*

Celanese*

*Reg. U. S. Pat. Off.

fabrics...
wonderful for
nearly everything
you wear

SANTA

see how the smart "other half" lives...for them, it's CIGARETTE

Over 50% of the smartest women around the country are going right on wearing soft, suave fabrics. Like CIGARETTE*, Burlington's tried-and-true rayon faille crepe. For women love its gentle and pleasing ways with their figures. And designers like the way CIGARETTE responds to their best ideas—almost as if understood! CIGARETTE comes in Burlington's new Promenade colors. In better ready-to-wear fashions and by-the-yard.

DRESS BY JO COPELAND OF PATULLO

for fashion foresight • Concordia-Gallia

DIVISION OF

Burlington Mills

Bur-Mil QUALITY *®

"Woven into the Life of America"

CONCORDIA-GALLIA • 1400 BROADWAY, NEW YORK 18

MAKER OF • WOMEN'S OUTERWEAR AND UNDERWEAR FABRICS • MEN'S WEAR FABRICS • DECORATIVE FABRICS COTTON PIECE GOODS AND YARNS • CAMEO HOSIERY • RIBBONS • INDUSTRIAL AND TRANSPORTATION FABRICS*

Cruise, fresh as a flower in Lonsdale Cottons.

JOSET WALKER took a Clipper to the Caribbean just to design this cruise-day dress of lovely, sheer Lonsdale mull . . . in four of the most beautiful flower colors ever created in cottons. Look now, and always, for the Lonsdale label . . . symbol of outstandingly beautiful, unusually washable and long-wearing, quality cottons.

LONSDALE COMPANY 55 Worth Street, New York 13.

Photographed in the Gardens of the Royal Victoria, Nassau

WEITZEN

Clare Potter's wonderful gown to wear south—a deep downward thrust of the neckline—softly manipulated folds of Bloomsburg's Crepe Beguile woven with Enka Rayon.

Bergdorf Goodman, New York Himelhoch's, Detroit Ransohoffs, San Francisco

ENKA RAYON *American Enka Corporation, 206 Madison Avenue, New York 16, N.Y.*

AMERITEX*

silk-flecked

casuella

and

duotone

in

bon-voyage colors

From farewell to home-coming ... crossing a street or a continent, you'll travel in style in these beautiful Ameritex fabrics. New... novel... exciting, their nubby textures combine 85% rayon and 15% silk in lovely, washable, solid or duotone colors. Fabrics with worldly airs, casual versatility, they boast a flair for high-fashion styling in ready-to-wear or designs for dressmaking. Available at better stores.

Vogue Pattern 6595
Jacket and skirt in Duotone
Blouse in Casuella

AMERITEX, a Division of United Merchants and Manufacturers, Inc.,
93 Franklin Street, New York 13, New York
*Reg. U. S. Pat. Off.

AMERICA LIVES IN AMERITEX FABRICS

Avisco® RAYON

SOUTHBOUND FABRIC . . . To express the fluid grace of the Empire silhouette —newest high fashion for resort wear—Claire McCardell selects Jacobson's surah, a beautifully supple fabric development in Avisco rayon.

Lord & Taylor, New York; Julius Garfinckel & Co., Washington, D. C.; Neiman-Marcus Co., Dallas.

"Avisco" is the trade-mark for products of American Viscose Corporation, 350 Fifth Avenue, New York 1, N. Y.

FASHIONED IN *Verdona*

ENSEMBLE BY CYMONETTE

LOOK TO THE *fabric* FIRST

Pacific
Craft Fabric
100% VIRGIN WOOL

Send for the name of the nearest store featuring this garment

Pacific
Worsted Woolens

FREE BOOKLET: "Alphabet of Wool Fabrics"

Drop a card to PACIFIC MILLS, WORSTED DIVISION, DEPT. V1, 261 FIFTH AVENUE, NEW YORK 16

portrait perfection . . . yours for the life of the garment with UNIDURE, the *permanent* crease-resistant finish. Unidure-processed rayon fabrics banish wrinkle worries . . . minimize pressing. . . cut upkeep costs . . . for travelers, stay-at-homes and busy career girls. Look for Unidure identification on ready-to-wear and fabrics sold by the yard.

THE UNITED PIECE DYE WORKS, 132 Madison Ave., N. Y. 16 • Lodi, N. J. • Los Angeles, Cal.

Milliken *brightens the winter scene with fine woolens and worsteds (100% virgin wool) in the colors you seek, the textures you choose. Ask for Milliken in the clothes you buy, the fabrics you sew and the linings you contrast or harmonize.*

MILLIKEN Woolens, 450 Seventh Avenue, New York 1, N. Y.

Ceil Chapman creates the perfect princess dress. Regal rayon faille by California Hand Prints, in lush eucalyptus motif. Tribute to Narco* rayon yarn of which so many of the finest fabrics are woven.

At: Lord & Taylor, New York
Chas. A. Stevens & Co., Chicago
I. Magnin & Co., Los Angeles

Narco

rayon yarn

*NARCO IS THE REGISTERED TRADE-MARK OF THE NORTH AMERICAN RAYON CORPORATION, 261 FIFTH AVENUE, NEW YORK 16, N. Y.

Stroock

America's Most Distinguished Woolens

BASQUETTE:—Unmistakably Stroock in its luxurious softness, lightness and versatility. Unmistakably Stroock in its magically glowing colors. At leading stores in quality apparel and by the yard. For information, write Stroock, 404 Fifth Avenue, New York 18.

Wesley Simpson's underwater ballet...starring his Mermaid Print on Rustler, the cotton taffeta, in a Cole of California maillot. In the supporting cast, matching shoes by Joyce.

WESLEY SIMPSON

The Doorway to Fashion 215 West 40th St., New York 18, N.Y.

Miron
woolens

etta
gaynes
endorses
white-ombred
navy with navy
—the color,
never more important
...the patterned worsted, a trend
—100% virgin wool
and pure miron modern
miron mills, inc., 51 madison ave., n. y.

FASHION RIGHT
FABRIC RIGHT
PRICE RIGHT
WOVEN OF
SHAMOKIN
100% WOOL
SHAMOKIN WOOLEN MILLS, INC. • 450 SEVENTH AVENUE, NEW YORK 1, N. Y.

SHIMMERING SUBSTANCE of dazzling things to come from Verney's treasure trove of fashion fabrics. The metallics . . . Sheer Brillante and Crepe Lodestar . . . luminous stuff of fashion dreams. Shantouché . . . a shantung jacquard ablaze with summer glory. Faille Caprice . . . to rustle softly with the seasons. VERNEY FABRICS CORPORATION, 1410 BROADWAY, NEW YORK 18, N. Y.

COLORS GUARANTEED BY EVERFAST FABRICS INC
EVERFAST®
Nassau Rose, a printed cotton damask, crease-resistant. Available by the yard at fine stores everywhere. Terrace dress, Vogue Pattern 4949.
REG. U. S. PAT. OFF.

LORRAINE® WORSTEDS

Dress by Star-Maid

LORRAINE GABARDINE

This is quality. *This* is beauty.
This is gabardine with
all the richness, the elegance
of texture, the masterly
looming that makes Lorraine
worsteds so highly prized.
To be sure of a finer fabric,
ask for fashions of Lorraine
worsteds...at leading stores.

LORRAINE MANUFACTURING COMPANY, INC.
261 FIFTH AVENUE, NEW YORK 16, N. Y.

A GENUINE Lorraine FABRIC

FABRICS OF INTEGRITY®

McCAMPBELL & COMPANY • FORTY WORTH STREET • NEW YORK • SELLING AGENTS FOR Ponemah MILLS

Ponemah

weaves the cotton taffeta

MAGIC TOUCH . . . as potent as Aladdin's Lamp in making dreams come true. This exotically printed Cotton Taffeta adds a world of charm to a superb cocktail dress by SHEILA LYNN. Gray with blue, green with fuchsia, copper with aqua, aqua with fuchsia. Sizes 10 to 16. About $35.00. At Lord & Taylor, New York; Marshall Field, Chicago; Halle Bros., Cleveland; Neiman-Marcus, Dallas; Julius Garfinckel, Washington, D. C. and other fine stores.

Worsted-wool jersey dress in resort pastels by Josette Walker

Worsted-wool jersey bolero suit by Carlye Juniors

Worsted-wool jersey jacket over an oxford crepe classic by Adler & Adler

Worsted-wool jersey bathing suit by Tina Leser

this year...

from

half-past January

to

twenty minutes

past summer...

you'll wear

SAG-NO-MOR*

worsted-wool jersey

by Wyner

**reg. U.S. pat. off.*

. . . because it is the outstanding fashion fabric of the year

. . . because it has achieved full recognition from leading designers as "JERSEY AT ITS BEST"

. . . because it is a superb, quality fabric, shape-assured and wrinkle-free

novelty weaves and coordinated solid colors in suiting, dress and blouse weights ; by the yard and in the finished fashion, at fine stores everywhere

Write for free booklet "Hints on How to Handle Sag-No-Mor Jersey Professionally" I. A. WYNER & CO., INC., 1441 Broadway, New York 18*

Distinction in silks

SHELHAR FABRICS CORP., 1071 SIXTH AVE., NEW YORK 18, N. Y.

Look for the
'Botany' Brand Label
on Products for
Men, Women and Children

"Botany" Brand Marchan®,
virgin wool gabardine. One of a long line
of distinguished "Botany" Brand
fabrics, all as important to the fashion
in question as color and texture
are important to a fine painting.
Count on these beautiful weaves for season
after season wear. See "Botany" Brand fabrics in fine fashions,
in fine stores throughout the country,
all wearing the famous checkerboard label.

the fabric comes first

BOTANY

BRAND FABRICS

1889-1949 • 60 YEARS OF BOTANY SERVICE

GILBERT ORIGINALS that give a country-fresh feeling to town suits, flatter your figure with a well-moulded look for Spring. Softly-rounded dressmaker suit with new and exciting fullness achieved in carefully-detailed front stitching.

Page opposite: Low-closing classic with new neat elegance in a high-flown collar, form-defining pockets. Of "Botany" Brand Marchan gabardine, in Botany's Jubilee colors.

Junior sizes 7 to 17. Misses' sizes 10 to 18. About $80.00.

For store nearest you, see page 88, or write Department S-90, P.O. Box #538, Botany Mills, Inc., Passaic, N. J.

Copyright 1949 by Botany Mills, Inc. *"Botany" is a trademark of Botany Mills, Inc., Registered in the U.S. Patent Office.

no. 1 debutante of the season... Lumina

Lumina has already begun to whirl across the fashion scene. You will see Lumina at the smartest restaurants, the smartest resorts. Lumina is truly beautiful—a suave cotton woven with shining threads of gilded aluminum. It's as lovely as lamé, yet it may be washed like other fine Galey & Lord cottons. Lumina already has a large and admiring public. Lovely blouses, smart resort clothes, dramatic evening clothes all make a fashion sensation when they are made of Bur-Mil Lumina, created by Galey & Lord.

tradition with a flair for fashion... Galey & Lord, inc.

fabrics from Burlington Mills

Bur-Mil QUALITY

"Woven into the Life of America"

57 WORTH STREET • NEW YORK

designed by *Sheila Lynn* in *Mallinson's* "Butterfly" rayon taffeta . . . under forty dollars.

Merrimack Rayon-Wool Fabrics bring a crisp smartness . . .
a loveliness of pattern and color . . .
to tailored suits . . . without price penalty.

Merrimack
RAYON-WOOL
FABRICS

MERRIMACK MANUFACTURING CO., INC., 1450 Broadway, New York. (Mills: Lowell, Mass.)
Walter Dietze Textile Co., Selling Agents Wool-and-Rayon Fabrics Division, 1450 Broadway, New York

Fuller Fabrics

64 WORTH STREET, NEW YORK 13, N. Y.

DRESS BY CAROLYN SCHNURER
IN CRISP COTTON "TAFFATON"
FABRIC ALSO BY THE YARD

Your sixth sense tells you . . .
when you see this timeless suit by Monte Sano . . .
that only a fabric like new great wale Cordurella
by Crompton could faithfully catch that air of studied carelessness
. . . that understated look of casual luxury.
CROMPTON-RICHMOND CO., inc.
1071 Avenue of the Americas, New York 18, N. Y.

Dan River sheds northern lights on your southern winter

A new slant on color, straight from the blue, in Dan River's plaid cotton taffeta. It's completely washable, of course. Fast color, Sanforized. Sun-loving, sea-worthy—take it to your heart! Dan River Mills, Inc.*

Frances Sider projects the slim, sarong feeling in her resort companions. Terrace dress, about $30. Bathing dress, about $25. Exclusive mauve or bronze plaid. At Bergdorf Goodman, New York; Bonwit Teller, Philadelphia; Hartley's, Miami; The Higbee Co., Cleveland; The Fashion, Ben Wolfman, Inc., Houston.

*Fabric shrinkage less than 1%

John Rawlings

for the woman who wants to be exclusive

a couture plan
for your personal dressmaking

Fabric—"Wild Geese," Vogue Pattern B6657.

Fabric—"Fleurettes," Vogue Couture Pattern B474.

Fabric—"Ceres," Vogue Pattern B4940.

Fabric—"Blue Diamond," Vogue Couture Pattern B455.

dorland

Bianchini

Private Edition Fabrics

Fashion-Matched With 16 Vogue Patterns

Do You Sew Your Own Clothes, or have them made, because you want them to be Exclusively Yours? If you do, then **you must make your next dress in a "Private Edition" print** by **Bianchini. "Private Edition"** prints are created in very small quantities—then the screens are destroyed. Now the fabric department of a few selected stores in a limited number of cities can obtain these prints—and they may have only about twenty dress lengths of each colour and design. Voila! When you combine your choice of fabric, colour and pattern, the chances are you will never "see yourself coming." The only way you could be more exclusive is by weaving your own!

Just As **Bianchini** Work With Leading Designers, so they planned with Vogue Pattern to bring you a selection of prophetic new designs that go with **"Private Edition"** prints. The result: 16 dress patterns inspired by these prints. The dress and fabric were pre-visualized for you by experts. No more guesswork and white elephants in your closet. Wonderful!

Now You'd Expect To Pay A Fortune For Such Exclusiveness, Wouldn't You? But you pay no more than you do for any good fabric. If you wear your clothes for more than a season, it makes sense to choose the finest. **Bianchini** fabrics are woven in the Lyon tradition; they are hand-screened, a few yards at a time, one colour at a time. Think ahead to dry-cleaning—**Bianchini** fabrics, and **only Bianchini,** are **Fiberset***—that amazing process that checks shrinking, sagging and stretching.

It's Beautiful! It's Couture-Styled! It's Yours Alone! Don't wait to see these exclusive prints, and make the most beautiful dress of your lifetime! Write to **Bianchini** for the name of the store nearest you that carries **Private Edition Prints.**

The Wm. H. Block Company
Indianapolis, Ind.
City of Paris
San Francisco, Calif.
The Daniels & Fisher Stores Company
Denver, Colorado
Frederick & Nelson
Seattle, Wash.
The John Gerber Company
Memphis, Tenn.
The Halle Bros. Company
Cleveland, Ohio
Halliburton's
Oklahoma City, Okla.
A. Harris & Company
Dallas, Texas
Joseph Horne Company
Pittsburgh, Pa.
Hutzler Brothers Company
Baltimore, Md.
The F. & R. Lazarus & Company
Columbus, Ohio
Levy Bros. Dry Goods Company
Houston, Texas
Meier & Frank Company, Inc.
Portland, Oregon
Miller & Paine, Inc.
Lincoln, Neb.
The H. & S. Pogue Company
Cincinnati, Ohio
Rich's, Inc.
Atlanta, Ga.
The Rike-Kumler Co.
Dayton, Ohio
Saks Fifth Avenue
New York, N. Y.
Beverly Hills, Calif.
R. H. Stearns Co.
Boston, Mass.
Stewart Dry Goods Company
Louisville, Ky.
Stix, Baer & Fuller Company
St. Louis, Mo.
Thalhimer Brothers, Inc.
Richmond, Va.
Woodward & Lothrop
Washington, D. C.
Younker Brothers, Inc.
Des Moines, Iowa

Bianchini, Férier, Inc.

663 Fifth Avenue • New York, N. Y.

*Fiberset ® *Paris* *Lyon*

claire mccardell

Original

MINGTOY

Newest of Mingtoy's fabric fashions, En-SHAN-Tay is pure dye, pure silk crepe with the interesting texture of shantung . . . in lovely, lucid colours.

Lord and Taylor

TINY STITCHED TUCKS, miniature collar, artist sleeves . . . who'd put a jacket over such a gem. But you could, for this blouse is equal to the best of suits. Made by Adelaar of course, in snow white rayon tissue faille, pearly buttoned. Also in lemon ice, mauve pink or mauve blue. Sizes 32 to 38. About $7.95. At fine stores everywhere. For store nearest you, write Adelaar, 525 Seventh Ave., N. Y. C.

Adelaar

Lord and Taylor, New York — Marshall Field, Chicago — Hudson's, Detroit

DOROTHY STICKNEY,

STAR OF "LIFE WITH MOTHER",

SELECTS THIS

Swansdown Cygnet

ESPECIALLY CREATED FOR THE SMALLER WOMAN

Miss Stickney finds Cygnets are the perfect solution to her small figure problems because Swansdown designed them especially for the woman who is 5' 5" or under. You'll agree when you try on this suit of fine pure worsted by MIRON. In Cygnet sizes 10 to 20. About $70. At one leading store in your city. The House of Swansdown, 500 Seventh Ave., New York 18, N. Y. Morris W. Haft & Brothers, Inc.

Faerie
FINE KNIT UNDERTHINGS
—with that handmade look
Style No. 3527
In Black, White and Black
FAIRY SILK MILLS, INC., SHILLINGTON, PA.
New York Office & Showrooms
385 Fifth Avenue

photographed in the Museum of the City of New York by Bil Carroll Jewels by Van Cleef & Arpels

in Stevenson's imported Moygashel linen
and exclusive Lonsdale cotton

McMullen

featured in finer stores—for names write to
McMullen Company, 475 Fifth Avenue, New York 17, N. Y.

SeaMolds*

by FLEXEES

Bathing Beauty with "Foundation Fit"

Now you can be as beautifully controlled on the beach as you are in a Flexees bra and girdle! . . . You'll thrill at your sleek-as-a-mermaid look in a genuine SeaMolds by Flexees!

$12.50

At the Better Stores in Your City

SEAMOLDS by FLEXEES* world's loveliest swimsuits

*reg. t.m.

Grosscraft's creative talents are exemplified by these resort and spring casuals fashioned of famed Celanese* "Amazing" rayon crepe. Left, a divinely two-toned treatment, 10 to 20, about $30. Right, a superbly tailored classic in white, pastels and dusty colors. Sizes 12 to 20. $25 at your retailer.

For name of nearest store, write

ALEXANDER S. GROSS & BROTHER

1400 BROADWAY • NEW YORK 18, N.Y.

Our 30th Year

*Reg. U.S. Pat. Off.

B. H. WRAGGE

does
sky-dust
colors
At BONWIT TELLER in New York and
other fine stores throughout the country.

Rose Marie Reid
Smouldering Fire Rose...
Breathtakingly backless!
Ingeniously wrought
in quick-drying Nylon.
In a diversity
of colors and fabrics
ORIGINALS IN SWIMSUITS BY ROSE MARIE REID OF CALIFORNIA

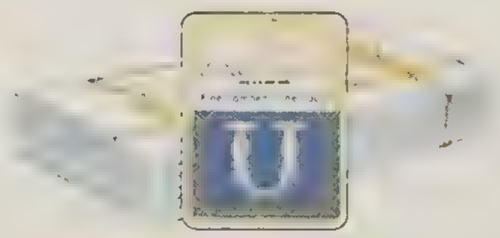
She Lives in San Francisco - She Sleeps in UTICA

She sleeps in the smooth, supple luxury of Utica Beauticale Sheets. Beauticale's elegance of texture is preferred by discriminating women. They know that there is no substitute for the restful comfort and enduring freshness of Beauticale Sheets, woven over 200 fine spun threads to the inch. *Regardless of price . . . you can buy nothing finer.*

UTICA Beauticale* Sheets

*Reg. U. S. Pat. Off.

Fine Combed... Fine Count Percale



Write for your copy of the free booklet, "Beauty Secrets from Your Linen Closet." Utica and Mohawk Cotton Mills, Inc., Dept. V—11, 55 Worth Street, New York 13, N. Y.

Altogether fitting . . . lingerie by Laros
including the famous DIMENSIONAL* slips
that seem cut to your own measurements.

*Reg. U. S. Pat. Off.

Laros
of Bethlehem

Fashion takes a new angle in a dramatic new Carolyn suit.

Wear the flattering jacket belted in front, flaring at the back. Then for variety, wear it swinging free or belted all around! Perfect costume for the changing fashion moods of spring. Designed for Carolyn by SHIPMAN & BAKER in finest gabardine. Sizes 10 to 16. About $75.

CAROLYN*

*Who is *Carolyn*? Carolyn is a famous fashion organization. Each month they survey all the important fashion creations. They select only the most outstanding in design and in value — to bear the famous Carolyn label of fashion approval • Carolyn Modes are sold exclusively in one smart shop in each city. Write to Carolyn, 128 W. 31st St., New York 1, New York for the name of the shop nearest to you.

GINGER

HERMES

ORCHID

DOVE

Valentines step up your looks...and your life with Little Heels

With delicate finesse, Valentines give the mid-height heel an air of high-heel elegance . . . and you the coquette touch that's Fashion's theme for Spring. You'll enjoy living more, in Valentines, for this superlatively smart footwear is designed on a new principle, the Levelast,* which lets your foot rest always in its most natural position. See these, and countless Valentines in engaging new styles at fine shops everywhere. $7.95 to $8.95 *most styles.*

VALENTINES

Footwear you love!

*® BELLWOOD SHOE COMPANY DIVISION OF GENERAL SHOE CORPORATION NASHVILLE 1, TENNESSEE

Travel colors . . . glorious scenic hues, blended into delightful PAKABLES® . . . in a carefree, wrinkle-free fabric created exclusively for us by American Silk Mills. Left, Sizes 10 to 18 . . . Right, Sizes 12 to 40.

Color-Coordinated with Amelia Earhart Luggage, Betmar hats and handbags in three of many PAKABLES travelcolors . . . South Sea coral, Brazilian purple, Nile green.

for name of Pakables store in your city, write: Pakables, 498 7th Ave., N. Y. C.

At fine stores throughout the country. If not available in your town, write to SHIPMAN & BAKER, INC., 500 Seventh Avenue, New York 18, N. Y.

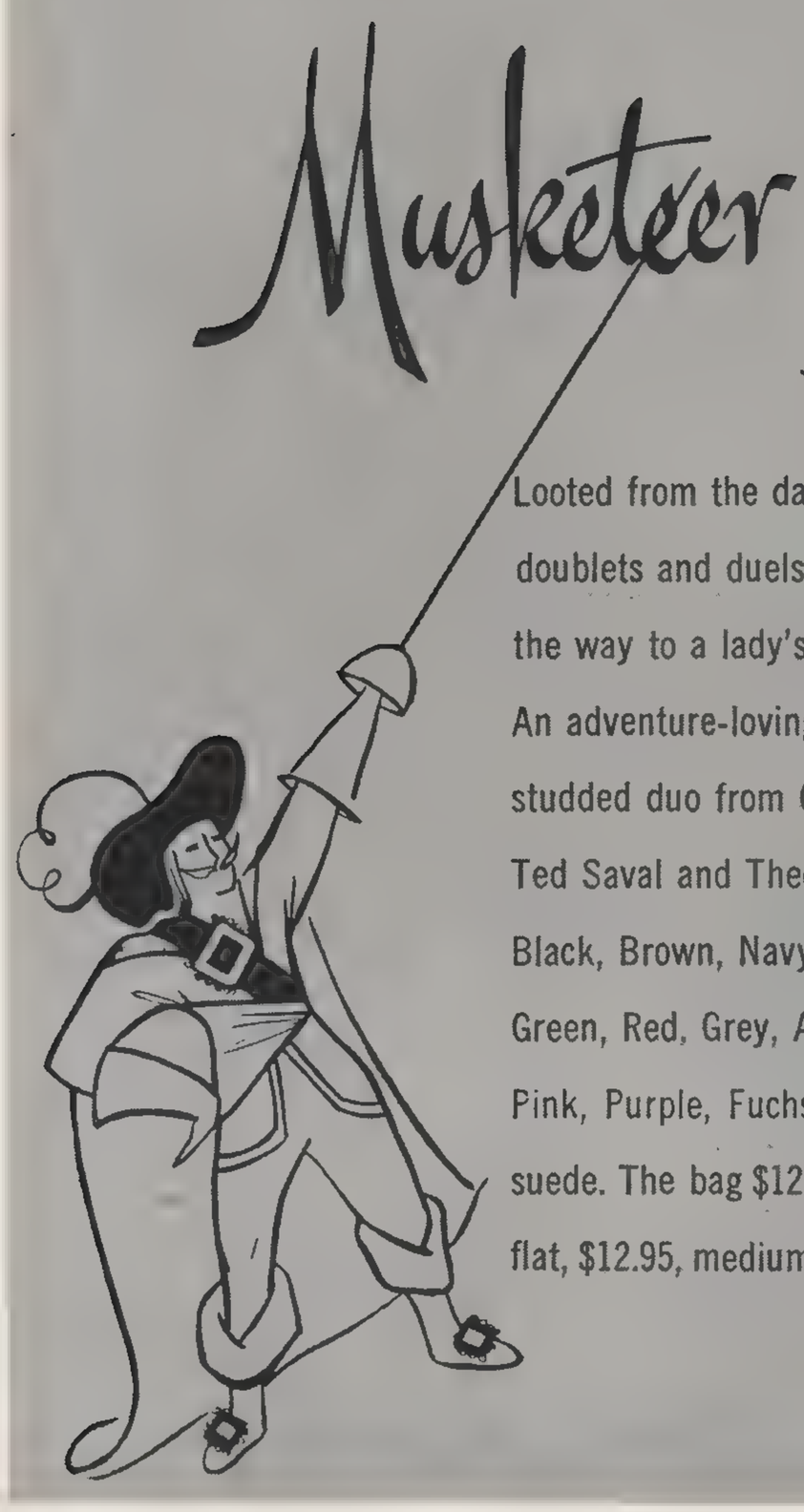
summer is a somewhere-thing
. . . and wherever you go to find it,
you're sure to look cool
and fresh as evening in your soft-as-a-sigh
chambray plaid that blends white and
grey with blue, green, rose or yellow. Sanforized.
Sizes 10 to 18. About $17.00.
Lynbrook
Boston, Mass.—E. T. SLATTERY CO.
Brooklyn, N. Y.—ABRAHAM & STRAUS, INC.
Canton, Ohio—STERN & MANN CO., INC.
Charleston, W. Va.—COYLE & RICHARDSON, INC.
Charlotte, N. C.—J. B. IVEY & CO., INC.
Chicago, Ill.—JOHNSON & HARWOOD CO.
Denver, Colo.—GANO-DOWNS
Des Moines, Iowa—NORMAN CASSIDAY, INC.
Detroit, Mich.—DEMERY & CO., INC.
Duluth, Minn.—DULUTH GLASS BLOCK STORE CO.
Fort Wayne, Ind.—WOLF & DESSAUER CO.
Huntsville, Ala.—DUNNAVANT'S, INC.
Indianapolis, Ind.—L. STRAUSS & CO., INC.
Knoxville, Tenn.—MILLER'S, INC.
Lancaster, Pa.—HAGER & BRO., INC.
Lincoln, Neb.—MILLER & PAINE, INC.
Milwaukee, Wis.—SMARTWEAR-EMMA LANGE, INC.
New York, N. Y.—SAK'S 34TH ST.
Ocala, Fla.—RHEINAUER'S, LTD.
Ogden, Utah—WOLFER'S CO., INC.
Peoria, Ill.—CLARKE'S STORE, INC.
Philadelphia, Pa.—B. F. DEWEES, INC.
Pittsburgh, Pa.—MEYER JONASSON, INC.
Providence, R. I.—SHEPARD CO.
Richmond, Ky.—MARGARET BURNAM CO.
Rochester, N. Y.—B. FORMAN CO., INC.
St. Louis, Mo.—FAMOUS-BARR CO.
Seattle, Wash.—RHODES DEPT. STORE, INC.
Shreveport, La.—SELBER BROS.
Spartanburg, S. C.—SPORT SHOP
Springfield, Mass.—ALBERT STEIGER, INC.
Tampa, Fla.—WOLF BROS.
Tulsa, Okla.—CLARKE BROS.
Washington, D. C.—FRANK R. JELLEFF, INC.
Winston-Salem, N. C.—W. ROBIN CO.
For name of store nearest you write
David H. Smith, Inc., Lynn, Massachusetts.

"I've spent so many Winters in the South that I designed these as four 'Musts' in any traveler's wardrobe." Mary Stevens

1. The simple dress of Croyden crepe in chartreuse, aqua, mauve, saddle or white. Sizes 10 to 20, $35.00. 2. Two-piece of Kerry Patch by Everfast. Skirt and shirt $14.95 each. White skirt with navy or red shirt . . . navy, green or luggage skirt with white shirt. Sizes 10 to 20, all have red belts. 3. Joy-to-pack two-piece in feather jersey. Shirt in gray or beige, skirt in multi-colored stripes with beige or gray background. Shirt $14.95, skirt $29.95, sizes 10 to 16. 4. Sunback with bolero in imported linen. White dress with navy or gray bolero; beige dress with wine or aqua bolero. Sizes 10 to 20, $49.95. In New York at **Bonwit Teller,** Fifth floor. For leading stores elsewhere, see page 176: MARY STEVENS • 498 SEVENTH AVENUE • NEW YORK 18, N. Y.

PAT. PENDING

You're just as tall as you look. You don't have to BE tall to LOOK tall . . . because height is a matter of optical adjustment! It's the measured little rhythms that synchronize the fashion . . . the way a waist is scaled . . . a pocket set . . . a shoulder yoked . . . to flatter the proportions of the Perfect American Type. Suit in worsted gabardine in Spring-scented colors. P.A.T. sizes 10-18. MANDELBAUM COATS, INC., 512 Seventh Avenue, New York 18, New York



Looted from the days when doublets and duels were the way to a lady's heart! An adventure-loving, jewel-studded duo from California by Ted Saval and Theodor. Both in Black, Brown, Navy, Mustard, Green, Red, Grey, Aqua, Dusty Pink, Purple, Fuchsia, Palomino suede. The bag $12.95, the shoe, flat, $12.95, medium high $14.95.

TED SAVAL SHOES EXCLUSIVELY IN HOUSTON AT

the Smart Shop
Louis Leon
HOUSTON, TEXAS

On the left, an abstract flower print, buttoned all the way from a curving shawl collar. Turquoise, rose-red, dark lilac or green on white. 12 to 20.
On the right, a bold medallion print, with brief sleeves and a throat bared for pearls. Predominantly green and black, pink and black, yellow and black, blue and black. 14 to 40. . . . and each a wonderful under-$15! For store nearest you, write Kay Dunhill, Inc., 1350 Broadway, New York.

Have you seen Kay Dunhill's "Navigator" blouse?

printed . . . perfect . . . Cruisana, that crisply colorful spun rayon—

fashioned in the fresh, casual manner of

Kay Dunhill

Swansdown
Stripes—soft-toned, soft-tailored . . . in this
Swansdown adaptation from a Paris original by
MARTIAL et ARMAND. The jacket longer, the collar high
and softly rolled, the skirt stem-thin and slashed at
either side! Here's a suit as elegant as it is
easy to wear. In a fine, pure worsted by Miron.
Sizes 10 to 20. About $85. At one leading store in your city.
The House of Swansdown, 500 Seventh Ave., New York 18, N. Y.
Morris W. Haft & Brothers, Inc.
JOHN FREDERICS HAT

This Trifari design
is copyrighted and
design patent pending

Individually designed
for the woman who loves extravagant jewels

"*Versailles*"—The dazzling beauty of mammoth pear-shaped drops dangling from necklace and earrings of incomparable brilliance. Created to heighten the drama of your after-dark wardrobe. Necklace $40.00, Earrings $20.00. *Tax extra.*

Jewels by
TRIFARI
. . . are authentic only if stamped on the back with the name Trifari.

TWO OF MANY JOYCES, BUT

PATENTED FOR SPRING . . . little blacks as highly polished as a hansom cab, fresh-budding as the first leaf in Central Park. These two from the New Year's Joyces in black patent leather, each with a bow tied just so! Top, ***Dancing School,*** $9.95; below, ***Best Bow,*** $10.95. ***Tilt Top Bag,*** $12.95 plus tax. (No mail orders, please. Write, we'll tell you where.)

You'll go round in circles . . . in the dress with the merry-go-round skirt . . . smooth cotton broadcloth in dusky tones.

Colors: royal, amethyst, green, navy & toast.

Sizes 10-20. *$15.00*

Mail orders filled

BEST & CO.
Fifth Ave., New York 22, N. Y.

Henry Rosenfeld

JANE TROXELL

CAROLYN SCHNURER DESIGNS IN PORTUGAL-INSPIRED COTTON BY DAN RIVER. AT ALL PECK & PECK STORES AND ALL JOSEPH MAGNIN STORES. THREE-PIECE ENSEMBLE $39.95.

Carolyn Schnurer

Printzess
fashions
face the future...
today!
This spring choose a Printzess suit to keynote your wardrobe. Printzess' far-sighted styling and superb quality assure you of the long fashion future of every Printzess suit. The impeccable tailoring and devotion to detail are a tribute to your good taste.
Printzess
Fashioned by
Printz
Since 1893... a mark of fine tailoring inside and out
The Printz-Biederman Company, New York and Cleveland, Ohio
In Canada Printzess Fashions are Manufactured by Lazare & Novek, Ltd., Montreal, Que.
HAT BY EVE TARTAR

Hats by Emme

Eagle-Pegler

COLLEEN ORIGINALS win the important applause with their two-piece print suit dresses. Perfect for the after-holiday season.

Left—Black . . Brown . . Gray . . Navy . . Green

Right—Red . . Gray . . Green . . Carmel . . Lapis Blue

Sizes 10 to 20 · About $30.

HUDSON'S, *Detroit* **CARSON, PIRIE & SCOTT,** *Chicago* **B. ALTMAN & CO.,** *New York* **JAYS,** *Boston*

points
of
Spring
fashion
from
Linada
Originals
Available at fine stores in your city.
For information, write Linada Coat Co., Inc., 252 West 38 Street, New York, New York

The special magic of Spring in the special manner of Sidney Heller. Two romantic blouses of fine rayon tissue faille, slated to play a precious role in your new-season wardrobe. Wonderful new colors. Sizes 32 to 38.
Left: Dramatic plunge neckline that can be worn demurely. Side-slanting tabs, matching pearl buttons. Under $9.00
Right: New portrait neckline framed in a double collar. Parade of self-covered buttons. Under $12.00
At better stores or write SIDNEY HELLER CO., INC.
525 SEVENTH AVENUE, NEW YORK 18, N. Y.
Sidney Heller
SIDNEY HELLER
Created

J.L.F.

sophisticated fashions for the junior figure

originals

J. L. F. Originals • 1372 Broadway • New York 18

At: B. Altman & Co., New York • Burdine's, Inc., Miami • Carson, Pirie Scott & Co., Chicago • Higbee Co., Cleveland • Younker Bros., Des Moines
J. W. Robinson Co., Los Angeles • B. Lowenstein & Bros., Inc., Memphis • The Bon Marche, Seattle • Or write QUEEN MAKE, 1350 Broadway, New York 18, N. Y.

ROUX *means lovelier haircolor!*

Roulac Cream Nail Enamel. Jewelry by Seaman Schepps. *Illustrated: No. 105¾ Golden Brown, one of the 24 lovely Roux shades.*

UP FRONT—the lady with the beautiful hair! And she could so easily be you . . . with Roux, the cosmetic that helps you make the most of yourself by making the most of your haircolor. Even the dullest hair achieves new heights of colorful, natural looking beauty as Roux treats every visible strand. And whether your hair is gray-streaked, faded, or simply a shade you wish it weren't, Roux Oil Shampoo Tint will color it with restraint, sparkle it with new lustre, give it the story-book look that helps you appear lovelier, feel lovelier, be lovelier. Roux treatments are featured by better beauty salons everywhere—consult *yours* today.

ROUX

OIL SHAMPOO TINT

COLORS • CONDITIONS • CLEANSES

Caution: use only as directed on label

For all your gayest moments,
your diamonds shine in endless beauty.
Their brilliance complements
whatever you are wearing.

De Beers Consolidated Mines, Ltd.

Three carat "emerald" cut diamond gives starlike
loveliness to a ring or bracelet. Priced from
$4500 to $6700, plus tax, in representative stores.

N. W. AYER & SON

Vogue's School and Camp Directory

FOR ADVICE, WRITE: VOGUE'S SCHOOL AND CAMP BUREAU, 420 LEXINGTON AVENUE, NEW YORK 17

Travel

MOO MOO-PA

Travel & Ranch Vacation. Boys & Girls. Comfortable travel, new station wagons. Mex., Grand Canyon, Hollywood, San Francisco, Natl. Pks. 2 wks. on stock ranch. Evenings: SOUTH ORANGE 2-7577. MR. THEO. M. MELLOTTE, 9 CLAREMONT AVE., MAPLEWOOD, N.J.

Boys' & Girls' Camp

GAY VALLEY

Coed. In "Land of the Sky." Ages 6-12. Creative expression program: arts & crafts; dancing, dramatics, music, writing. Woodcraft, nature lore, mt. climbing, lake, riding, 4 & 8 wks. Catalog. MISS MARY GWYNN, DIR., BOX V, BREVARD, N. C.

Girls' Camps

PENKO

WINTHROP, MAINE

Sixty-five girls 6-16. Horseback riding and water sports. Modern camp homes. Numerous trips. Many electives. Address: MR. & MRS. F. V. PENLEY, DIRECTORS, 76 NEWPORT AVE., WEST HARTFORD, CONN.

FARWELL

Exceptional instruction in horsemanship, water sports and tennis. Dramatics, crafts. Girls 6 to 18. Complete equipment. Log cabins. Beautiful lake in Vermont. Fee includes riding. Catalog. MR. & MRS. GEORGE V. CULBERSON, 1546 IREDELL DRIVE, RALEIGH, N. C.

TON-A-WANDAH

HENDERSONVILLE, N. C. FOR GIRLS 7-17

500-acre estate, private lake. 3 age groups, under trained leaders. All sports. Riding, music, dramatics, art, dancing. Inclusive fee. Catalog: MRS. GRACE B. HAYNES, OWNER-DIRECTOR, BOX V, TRYON, N. C.

CAMP ILLAHEE

Girls 6-17. Fun, adventure in Blue Ridge Mts. Creative program. Four age groups. 40 counselors. 125 campers. Water, land sports, dancing, dramatics, crafts. Riding, mountain trips. Catalog. MRS. KATHRYN F. CURTIS, BOX 272-V, BREVARD, N. C.

CIMARRONCITA CAMPS

In mountains of northeast New Mexico. Delightfully cool, dry, invigorating climate. All camp activities. Daily riding with excellent instruction. Pack trips. Girls 7-18; separate boys' camp 7-13. MR. & MRS. FRANK BURK, UTE PARK, NEW MEXICO.

PERRY-MANSFIELD CAMPS

Steamboat Springs, Colorado. Western camps for girls 7 to 25 in four groups. Pack trips, swimming, tennis, drama, dance, art. Horsemanship & Counselor Training Courses. PORTIA V. MANSFIELD, 64 CARLEON AVE., LARCHMONT, N. Y. LAR. 2-4633.

BRYN AFON

For Girls 7-18. Rhinelander, Wisc.

Private Lake. Alt. 1750 ft. Riding. Sailing. Tennis. Dramatics. Crafts. House-Boat Cruises. Trained Staff. 33rd Season. Booklet.

Lotta V. Broadbridge

1001 E. Jefferson Ave., Detroit 7, Mich.

Affiliated with Camp Deerhorn for boys.

brown ledge

Mallett's Bay, Vermont

"—one of New England's finest camps." **Free daily riding for every girl.** Finest show horses, mounted lance drill, trail riding, jumping optional. Sailing, racing tactics. **Water skiing.** Special acting group and theatre. Tennis, golf, riflery, archery, crafts, swimming, trips. 100 selected girls. *One tuition covers all.* Booklet. Give age. "Complete and different camp."

Mr. and Mrs. H. E. Brown
Leicester Junior College
Box V, Leicester, Mass.

CHRIS CRAFT Aquaplaning

MOSS LAKE

AN ADIRONDACK CAMP FOR GIRLS

Featuring
- **RIDING**
- **SAILING**
- **TENNIS**
- **Also Archery, Swimming, Fencing**

Under nationally known instructors. Private Adirondack lake & preserve. Daily Riding. All-inclusive fee. Girls 6-10, 11-13, 14-19 in completely separate units. Many trips by foot, by horse, & by canoe. Brother camp & parent club 3 mi. *Six hours from New York or Buffalo.*

Dr. G. V. Longstaff, Jamaica 3, L. I.

Boys' Camps

SUSQUEHANNA

Boys 5-16. Mt. camp on private lake. New Milford, Pa. 31st Year. 775 Acres. Daily riding, complete course in horsemanship. All sports. Own farm. Skilled leader for each 4 boys. Personal development our aim. Booklet. R. T. SMITH, NEW MILFORD, PENNSYLVANIA.

VALLEY FORGE CAMPS

Unforgettable vacation fun & sports. Cavalry Camp (boys 14-18). 75 horses. Expert riding instruction. Mounted hikes thru historic Pa. Pioneer Camp (boys 9-14). Woodcraft instruction. Trips. Overnight camps. Catalog. BOX 53, WAYNE, PA.

CULVER SUMMER SCHOOLS ON LAKE MAXINKUCKEE

8 HAPPY WEEKS OF CULVER TRAINING

In NAVAL SCHOOL or CAVALRY CAMP (boys 14-18) and WOODCRAFT CAMP (boys 10-14). Regular Academy personnel. Exceptional housing, dining and health facilities. 1000 acre wooded campus. Emphasis on correct posture, initiative, courtesy. Optional tutoring. All land and water sports. Moderate cost. State catalog desired.

110 LAKE SHORE TERRACE CULVER, IND.

Women's Colleges

LINDENWOOD COLLEGE

Accredited. Senior College. A.B., B.S., B.M. degrees. Also 2-yr. Junior College. Modernized curriculum prepares for civic and social leadership. Counselling. Special work in music, art. Sports. Near St. Louis. Catalog. PRES., BOX 449, ST. CHARLES, MO.

SHORTER COLLEGE

Fully accredited. A.B., Mus. B. degrees. Emphasizing Music, Art, Speech, Sciences, Radio, Writing. Suite-plan, fireproof dormitories. New gym with pool. Beautiful 150 acre campus. For literature, address: CHAS. M. BURTS, PH.D., PRES., ROME, GA.

Maryland College FOR WOMEN

Established 1853. A.B., B.S. Degrees. Liberal Arts. Merchandising. Home Ec., Music. Secretarial. Kind. Tr. All Sports. Riding. Advantages nearby Baltimore, Annapolis, Washington. Enrolment 34 states, 4 foreign countries. *Catalog.*

Box I-V, Lutherville, Md.

MARYMOUNT COLLEGE

Los Angeles, California

A.B., B.S. Degrees. Liberal Arts. Home Ec., Pre-Nursing, Commerce, Education. Also 2 yr. curriculum in music, art, homemaking, secretarial, merchandising. Outdoor sports. Resident and day students.

Foreign study:

Paris, Rome, Quebec, Rio de Janeiro.

Girls' Schools

SAINT MARY'S HALL

On the Delaware. Episcopal School, founded 1837. For girls 8-18. College preparation; music, art, and secretarial subjects. Separate Lower School. Easily accessible by train to New York and Philadelphia. FLORENCE L. NEWBOLD, BOX V, BURLINGTON, N. J.

DWIGHT SCHOOL FOR GIRLS

Thorough College Preparation as well as General Academic courses. Small classes. Science. Home Economics. Art. Music. All sports. Readily accessible to New York. Catalog on request. MISS MARJORIE V. FRENCH, PRINCIPAL, ENGLEWOOD, NEW JERSEY.

ST. MARY'S SEMINARY

Accredited. Non-sectarian. 2-yr. Jr. College: liberal arts, music, art, dramatics, home ec., science, nursing, business and sec'l. Also 2 yrs. High School. 70 mi. Washington. 110th year. Sports. Catalog. MAY RUSSELL, BOX 101, ST. MARY'S CITY, MD.

RYDAL HALL

Junior Department of Ogontz School. Kindergarten through ninth grade. Careful guidance of each girl's natural tendencies. Music, dancing, dramatics. French daily. 10 miles from Phila. BOX RV, ABBY A. SUTHERLAND, OGONTZ SCHOOL P.O., PA.

LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music. Home Economics. Secretarial Studies. Art. Dramatic Art. Preparatory and General Courses. All Sports. Riding. Pool. Moderate Tuition. BYRON K. HORNE, D.D., BOX 91, LITITZ, PA.

OGONTZ SCHOOL

Fully accredited college preparatory and general elective courses. Music, art, dramatics. All sports, riding. Separate junior high. 87-acre campus. 10 miles from cultural advantages of Philadelphia. ABBY A. SUTHERLAND, BOX V, OGONTZ SCHOOL P.O., PA.

GRIER SCHOOL

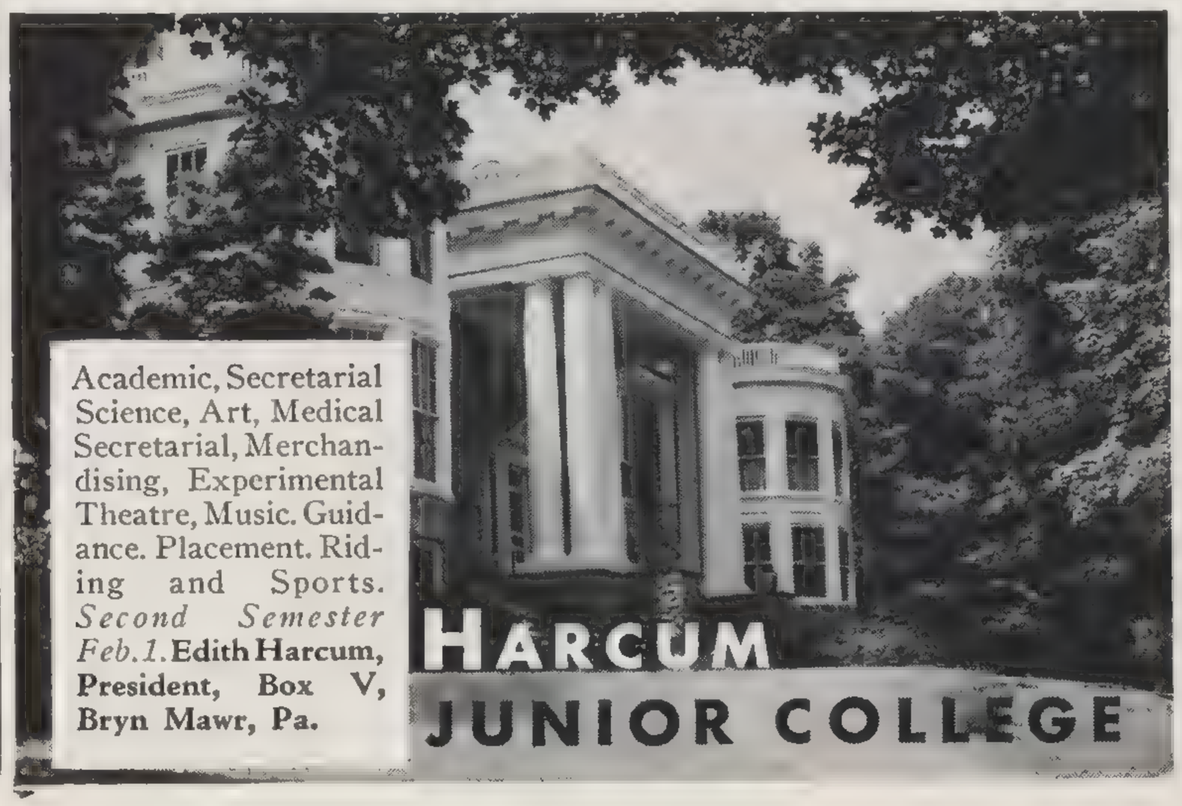
In the Alleghenies. Accredited College Preparation and General Courses. Well-rounded school life for girls 12 to 18. Music and Art. Typing. Exceptional Riding. Winter and team sports on 1000 acres. Gym and pool. 96th year. *Catalogue.*

THOMAS C. GRIER, Head
Box 61 Tyrone, Pa.

Penn Hall JUNIOR COLLEGE

2-yr. Transfer and Terminal Courses. 4-yr. Preparatory School, Accredited. Liberal Arts, Music, Drama, Int. Dec., Costume Design, Merchandising, Med. Technician, Journalism, Art Secretarial, Physical Ed. Connecting baths. Swimming pool. Riding. Athletics. Social life. *Catalog.*

Sarah W. Briggs, Ph.D., *Pres.*
Penn Hall Box V Chambersburg, Pa.



Academic, Secretarial Science, Art, Medical Secretarial, Merchandising, Experimental Theatre, Music. Guidance. Placement. Riding and Sports. *Second Semester Feb. 1.* **Edith Harcum, President, Box V, Bryn Mawr, Pa.**

HARCUM JUNIOR COLLEGE

Girls' Schools

OAK GROVE

Emphasizes Preparation for College and Gracious, Purposeful Living. Music, Art, Dramatics. Grades VII thru XII. P.G. for strong Col. Prep. Riding Included. Winter Sports. New Fireproof Buildings. MR. & MRS. ROBT. OWEN, BOX 121, VASSALBORO, ME.

THE KNOX SCHOOL

Secretarial Science

College Preparatory — Postgraduate Courses
Art, music, drama. — Riding, golf, winter sports.

Catalog: MRS. ALEXANDER STEWART PHINNEY, BOX V, COOPERSTOWN, NEW YORK

BARMORE SCHOOL, N. Y.

LIBERAL ARTS—CAREER COURSES

Fashion Merchandising. Advertising. Journalism. Commercial and Fashion Art. Interior Decorating. Secretarial. Dramatics. Liberal Arts. Day and Resident Students. 15 E. 70 STREET, N. Y. 21.

HELEN NORFLEET

INDIVIDUAL STUDY PROGRAMS, INC.

Fine arts, business, homemaking or any desired training thru N. Y. professional schools, with cultural course under Columbia professors. Beautiful residence. Fee covers opera, theatres. 36 EAST 67TH ST., N. Y. 21.

CATHEDRAL SCHOOL of ST. MARY

An accredited Episcopal school for girls. Readily accessible to New York City. Day—nursery to college. Boarding—fifth grade to college. Strong college preparatory and general courses. Music, art and dramatics. All sports. *Catalog on request.*

Marion Reid Marsh, Box V, Garden City, L. I., N. Y.

Edgewood Park FOR YOUNG WOMEN

Accredited college preparatory. Advanced courses in Cultural and Practical Arts, Fine Arts, Secretarial Science, Real Estate, Medical Assistant, Home Economics, Dramatics, Costume Design, Interior Decoration, Merchandising, Kindergarten. Lake, pool. All sports—riding, tennis, golf. *Write for catalog.*

Box V, Briarcliff Manor, N. Y.

GARDNER SCHOOL

For girls. 1055 Fifth Avenue, New York 28. Fifth grade to postgraduate. Strong college preparatory, general academic, secretarial. Outstanding faculty in music and art. All sports.

91st year **V. Elizabeth Masland, Prin.**

KENT PLACE

Founded in 1894

Notable record of college preparation. Unusually broad curriculum in General Course. Excellent Music, Art and Dramatics. All sports; extensive campus and school farm. Country life with city advantages. *Catalogue on request.*

HARRIET LARNED HUNT, *Headmistress*

SUMMIT, NEW JERSEY

CENTENARY JUNIOR COLLEGE

AN EDUCATION FOR LIVING. Diagnostic testing program; individually planned courses; educational, vocational and extra-curricular counseling; strong student leadership.

College transfer, terminal and pre-professional courses. Fully accredited; awards A.A. degree.

A country college with city advantages; New York City 50 miles. *Mid-year vacancies.*

Box 501 Hackettstown, New Jersey

The Beard School

For Girls. Est. 1891. Outstanding preparation for leading women's colleges in the East; also general courses. Separate Junior School. Strong Art Department. Music and Dramatics. Complete sports program. 15 miles from New York City.

Headmistress:

Edith M. Sutherland

Box 30 Orange, New Jersey

Girls' Schools

KENDALL HALL SCHOOL
A distinctive school of 55 girls offering strong personal interest, successful preparation for college and very unusual outdoor life on 200-acre estate. Boston two hours. MR. AND MRS. GEORGE KENDALL, BOX 355, PETERBOROUGH, NEW HAMPSHIRE.

GARLAND SCHOOL
Homemaking and Allied Vocations. 1 & 2 year courses at college level. English, Science, Nutrition, Cookery, Budgeting, Child Development, Clothing, Art Center. Practice residences. Catalog. MRS. GLADYS V. JONES, 409 COMMONWEALTH AVE., BOSTON 15, MASS.

THE DANA HALL SCHOOLS
Tenacre—For young girls from six to fifteen years. Dana Hall—College Preparatory and General Courses. Pine Manor Junior College. Liberal and Fine Arts. Catalogue on request. HELEN TEMPLE COOKE, HEAD, BOX G, WELLESLEY, MASS.

ABBOT ACADEMY
A College Preparatory School. 9th through 12th Grades. Special emphasis on Music. Large campus. Modern buildings and equipment. All sports. 23 miles from Boston. Founded 1829. Catalogue. MARGUERITE C. HEARSEY, PRIN., ANDOVER, MASS.

CHOATE SCHOOL
Country school for a limited group of girls. Near Boston. College preparatory and general courses. Small classes. Congenial home life. Basketball, hockey, riding, tennis. Catalog. AUGUSTA CHOATE, VASSAR, 1600 BEACON STREET, BROOKLINE, MASS.

WALNUT HILL
Preparatory and general courses. Superior scholastic training. Music, art. Country life on 55-acre campus 17 miles from Boston. All sports, riding, skiing. Founded 1893. HESTER R. DAVIES, PRINCIPAL, 16 HIGHLAND ST., NATICK, MASS.

LASELL JUNIOR COLLEGE
Ten miles from Boston. Liberal arts, sec'l, pre-professional, home ec., retail training, design. Art, music, dramatics. Complete athletic program including golf, riding, skiing. Catalog. RAYMOND C. WASS, PRES., 126 WOODLAND RD., AUBURNDALE, MASS.

ENDICOTT JUNIOR COLLEGE
Two-Year College Courses for Young Women
Liberal Arts, Art, Sec'l, Med. Sec'l, Foods, Clothing, Radio, Drama, Mdse., Photo, Int. Dec., Journalism, Internship. All Sports. Shore Campus, Nr. Boston. E. V. TUPPER, PH.D., DEAN, BEVERLY, MASS.

BERKSHIRE HILLS
GIRLS' SCHOOL
Complete 2 year course of cultural and practical arts for H.S. graduates. Extensive sports and social program. Enroll Now for Spring Term Feb. 1. GREAT BARRINGTON, MASS. PHONE 1110.

A School in the New England Tradition
ROGERS HALL
Near Boston. Thorough college preparation. One-year intensive review for college. General course; secretarial training, excellent music and art. All sports with riding. Swimming pool.
Mrs. Katharine Whitten MacGay, Principal
Box V Lowell, Mass.

Stoneleigh-Prospect Hill

Accredited college preparatory and general courses. Small classes. Art, music, dramatics, typing, sewing. All sports. 150 acres with beautifully equipped modern building in heart of famous educational region. Private stables; professional instruction in riding, skiing, Mensendieck system for posture.
Mrs. George Waldo Emerson
Box D Greenfield, Massachusetts

HOUSE IN THE PINES SCHOOLS
Junior College: Liberal arts with opportunities to specialize in art, music, household arts, secretarial, medical secretarial, equitation programs. Varied sports program. Excellent riding stable.
Cornish School: Splendid record for college entrance. General courses.
Ask for Jr. College or Cornish School Catalog.
M. ELIZABETH JOHNDROE, Acting Director
40 Pine Street Norton, Massachusetts

ERSKINE
Two-year courses for day and resident girls of college age—liberal arts, secretarial, radio,—broadcasting, production and script writing—, social work, fine arts, music. Individualized programs. Charming Beacon Street residences.
Miss Anne A. Young, Director
111 Beacon Street, Boston, Mass.

Girls' Schools

MARY C. WHEELER SCHOOL
Specializing in thorough College Preparation, effective study habits. Art, Music, Dancing, Dramatics, Typewriting, Sewing. Sports on 170-acre Farm. Riding. Country residence for younger girls.
MABEL VAN NORMAN, PROVIDENCE 6, R. I.

NATIONAL CATHEDRAL
SCHOOL FOR GIRLS
Episcopal boarding & day school, Grade IV to college. Preparatory and general courses. Strong emphasis on Dramatics, Art & Music. 58-acre Cathedral campus. MABEL B. TURNER, PRIN., WASHINGTON 16, D. C.

CHEVY CHASE JR. COLLEGE
Accredited. Liberal Arts. General; Art, interior decoration, costume design, advertising art; Home Ec.; Secretarial. Drama, music. New Science Bldg. Riding. Catalog. FRANCES R. BROWN, M.A., PRES., BOX V, 6410 CONN. AVE., WASHINGTON 15, D. C.

ST. ANNE'S SCHOOL
Near historic Monticello. Episcopal college preparatory school. Boarding dept. grades 6 thru 12. Art, Music, Athletics, Riding. 23-acre campus. Member of Church Schools in the Diocese of Va. Catalog. ELIZABETH V. COCHRAN, CHARLOTTESVILLE, VA.

STUART HALL
106th yr. Episcopal. Fully accredited. Effective preparation for college. General course for non-college girl. Music, Art, Dramatics. Modern academic bldg., pool. Sports. For catalog, address: MRS. WM. T. HODGES, A.M., PRIN., BOX J-V, STAUNTON, VA.

AVERETT COLLEGE
Fully accredited Junior College emphasizing liberal arts. Terminal, normal, transfer courses. Music, art, speech and dramatics, secretarial, medical secretary, library sc., physical ed., home ec. 90th year. Endowed. Catalog. CURTIS BISHOP, BOX V, DANVILLE, VA.

STRATFORD
Accredited Junior College and High School. Develops personality. Music, Dramatics, Art, Int. Decoration, Costume Design, Secretarial, Journalism, etc. Sports. For "Intimate Glimpses" and Catalog, address: JOHN C. SIMPSON, PRES., BOX V, DANVILLE, VA.

Marjorie Webster
JUNIOR COLLEGE In Nation's Capital. Accredited 2-year terminal and transfer courses in: Liberal Arts; Physical Education and Kindergarten; Secretarial; Speech, Dramatics and Radio; Music; Fine and Commercial Arts; Merchandising. Large indoor pool and gymnasium. All sports. Attractive campus. *Catalog.* **Box V, Rock Creek Park Estates, Washington 12, D. C.**

Fairfax Hall
PREPARATORY • JUNIOR COLLEGE
An old Virginia school noted for high scholastic standards. Accredited. 4 years high school, two years college. Liberal arts, fine arts, secretarial, music. Happy social life. Spacious grounds. All sports. Private stable. Indoor and outdoor pools. Catalog. **Wm. B. Gates, Pres., Box V-91, Park Station, Waynesboro, Virginia**

Mary A. Burnham

Thorough preparation for all colleges. Fully accredited. Also general & postgraduate courses. Exceptional work in music, art, Drama, secretarial. College town advantages. Charming colonial residences. Riding, swimming, tennis, skiing, all sports. Mensendieck system for posture. National enrollment. 71st year. Catalogue. **Mrs. George Waldo Emerson, Prin., Box 43-D, Northampton, Mass.**

Girls' Schools

WARRENTON
Country School near Washington. Thorough college preparation. General course. Music, art, sports, riding. Beautiful gardens. Outdoor theatre. Grades 7 through 12. MISS LÉA M. BOULIGNY, PRINCIPAL, BOX 18, WARRENTON, VIRGINIA.

SALEM ACADEMY
A southern school preparing thoroughly for northern and southern colleges. Fully accredited. Grades 9-12. Art, exceptional music. Gymnasium, riding, varied sports. Beautiful modern buildings. 56 acre campus. MARY A. WEAVER, BOX V, WINSTON-SALEM 2, N.C.

ASHLEY HALL
Accredited college preparatory and general courses in atmosphere of Southern culture. Music and art depts. Mild climate, year round outdoor sports; riding, pool. Dramatics. Lower school. Catalog. MARY VARDRINE MCBEE, L.H.D., BOX V, CHARLESTON 15, S. C.

HARRIS FLORIDA SCHOOL
ESTABLISHED IN 1914 ACCREDITED
Separate departments for older and younger girls. Catalogue and Viewbook upon request.
1057 BRICKELL AVENUE, MIAMI, FLORIDA.

BARTRAM SCHOOL—FLORIDA
College preparation of highest standards. Fully accredited; graduates in leading colleges. Extra-curricular music, art, dramatics, riding, pool and ocean swimming. Boarding dept. Grades VII to XII. OLGA V. PRATT (VASSAR), JACKSONVILLE 7, FLA.

GULF PARK COLLEGE
By-the-Sea. Accredited Jr. College. Also 2-year high school. Music, art, speech and theatre arts, home ec., sec'l. Outdoor sports all year. Riding, aviation, salt water sports, fresh water pool. Catalog: RICHARD G. COX, BOX V, GULFPORT, MISS.

ALL SAINTS' EPISCOPAL
For girls. Accred. 2 yr. college, 4 yr. high school. High academic standards. In Vicksburg National Park. Separate music, art departments. All sports, riding. For view-book and bulletin, address: THE REV. W. G. CHRISTIAN, RECTOR, BOX V, VICKSBURG, MISS.

WARD·BELMONT

Junior College. Preparatory School. Conservatory of Music. General Diploma program. Fully accredited. In University Center with atmosphere of historic Southern culture. Year round sports. Indoor pool. Own stable of gaited horses. Every girl club member. For view book, catalog, Club Village folder, address: **Robert Calhoun Provine, Ph.D., Pres. Dept. V-1 Nashville 4, Tenn.**

Southern Seminary

AND JUNIOR COLLEGE
For 82 years one of America's famous schools for girls and young women. A school of Character. **Accredited Junior College and High School** in Blue Ridge Mts. of Va. Music, Art, Dramatics, Home Ec., Merchandising, Phys. Ed., Sec'l, Library Sc., Kind. Tr., Social Tr., Sports.
For Catalog, address: Margaret Durham Robey, Pres. Box 101-V, Buena Vista, Virginia

Webber College
Founded by Mrs. Roger W. Babson
Distinctive Career Training—retailing, secretarial, advertising and public relations, general business, investment management. 1 and 2-year courses. B.B.S. degree. H.S. graduates, college women. Sports, private beach. 21st year. 2nd semester Jan. 31. Catalog. **Paul C. Staake, Pres.**
Box V, Babson Park, Fla.

SULLINS COLLEGE
Fully accredited Jr. Coll. and H. S. 78th yr. Virginia traditions. Liberal Arts program, also Music, Art, Secretarial, Dramatics, Speech, Radio, Home Ec., Physical Ed., Dancing. Each room has connecting bath. 327 acres, lake, indoor pool. Riding. All Sports. **Write for literature:**
W. E. MARTIN, PH.D., PRES.
BOX V BRISTOL, VIRGINIA

FAIRMONT-CASEMENTS
Junior College and Preparatory School at Ormond Beach, Florida.
(credits transferable)
Situated on magnificent estate with both river and ocean frontage reputedly most healthful location on East Coast. Offers liberal arts, fine arts, costume design, commercial art, interior decoration, domestic arts, radio, dramatics, merchandising, secretarial, social service, dancing, music. Delightful social life and outdoor activities including surf bathing, riding, boating, tennis and golf. **For catalog (specify junior college or preparatory school) and view folder, address: Maud van Woy, A.B., Box T, Ormond Beach, Florida.**

Girls' Schools

MARGARET HALL
Episcopal school for girls, primary through high school. Accredited college preparatory. Modern building, swimming pool, sports. Riding. Campus of six acres. For Catalog, and View Folder, address: SISTER RACHEL, O.S.H., BOX V, VERSAILLES, KY.

KINGSWOOD-CRANBROOK
Boarding, grades 9-12; day, grades 7-12. College preparatory, general courses. On Lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in art, sciences, handicrafts. Catalogue. 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

FRANCES SHIMER
Accredited Junior College. Grades 11-14. Liberal and fine arts, music, drama, Home Ec. Small classes, limited enrollment. All sports, excellent riding facilities. Inclusive fee. 96th year. Catalog. ALBIN C. BRO, PRES., BOX 519, MT. CARROLL, ILL.

SAINT MARY'S HALL
Episcopal. Accredited college prep and general courses for girls. Music, art, crafts, dramatics, sec'l. Spacious campus. Beautiful modern buildings. Sports. 83rd yr. Catalog. PHYLLIS M. NEWMAN, M.A., BOX A, FARIBAULT, MINN.

SAN LUIS RANCH SCHOOL
For girls 8-18. College preparatory, general courses. Thorough scholastic work. Dry, sunny climate. Outdoor life and sports all winter—tennis, riding, instruction for each girl, skating, skiing. MRS. ROBERT R. POTTER, COLORADO SPRINGS, COLORADO.

RADFORD SCHOOL FOR GIRLS
Accredited college preparation in ideal year-'round climate. Open air classes in patio. Music, art, dramatics, secretaryship. Sports, riding. Not for profit. Catalog. LUCINDA DE L. TEMPLIN, PH.D., PRIN., 4500 AUSTIN TERRACE, EL PASO, TEXAS.

ANNA HEAD SCHOOL
Est. 1887. College Prep. & General Courses. Accredited—East and West. Post Graduate Dept. Lower School. Outdoor Life. Tennis. Swimming. Hockey. Riding. T. R. HYDE, M.A. (YALE), LEA HYDE, B.A. (SMITH), 2532 CHANNING WAY, BERKELEY, CALIF.

SANTA BARBARA
HIGH SCHOOL AND JUNIOR COLLEGE
Accredited. College Board Examinations. Music, Art, Dramatics. Small Classes. Riding, Outdoor pool. Address: MOTHER SUPERIOR
MARYMOUNT, SANTA BARBARA, CALIFORNIA

ANOAKIA
SOUTHERN CALIFORNIA
Accredited college preparatory 7 through 12
701 WEST FOOTHILL BOULEVARD
ARCADIA, CALIFORNIA

A SCHOOL IN ARIZONA
Brownmoor
at Phoenix
A school of high standards, preparing for Eastern and Western colleges. Seventh grade through high school. Art and music an integral part of program. Outdoor sports featuring riding. Pool. Inclusive fee. *For catalogue, address:*
Mrs. Mary Atwell Moore, Director
Brownmoor School Phoenix, Arizona

FERRY HALL
is one of the oldest boarding schools for girls in the Middle West, with a fine modern plant. It offers accredited college preparation as well as a general course; and the campus on Lake Michigan is excellent for sports. *Catalog.*
Frances G. Wallace, *Principal*
Box 4, Lake Forest Illinois

Foreign Schools

PARIS STUDY-HOME
6 months for 6 selected girls only. French, Educational and Social Program, Theatres, Operas, Trips. Inclusive fee. Own farm products. 26th year. References. In summer a month of travel in Europe. M. & MME. BOUÉ, 33 RUE ERLANGER, PARIS 16E.

BRILLANTMONT
Institution Heubi Lausanne, Switzerland
For girls from 12-20. Chateau: College Board preparation and general courses. Languages, music, art. Villa: Complete course in Home Economics. Sports. MRS. A. V. HAWKINS, SYOSSET, L. I., N. Y.

The telephone number for Vogue's School Bureau is LExington 2-7500

Boys' Schools

MALCOLM GORDON SCHOOL

A small school for boys 8 to 14 in a homelike atmosphere. Prepares for leading Eastern secondary schools. Supervised study. Skiing, ice hockey, team sports. 50 acres, overlooking West Point. Founded 1927. DAVID G. GORDON, GARRISON-ON-HUDSON, N. Y.

MOHONK

Boys 6-14. 90 miles from N. Y. 7000 acres, private lake, alt. 1500 feet. Small classes. Special reading training. Accredited. Excellent food. Riding included in moderate fee. Catalog on request. EDWARD M. LAFFERTY, BOX V, MOHONK LAKE, NEW YORK.

IRVING

Convenient to NYC. In small classes under able masters boys learn to study, develop self-reliance and secure superior preparation for leading colleges. Mid-yr. openings. Lower School. 112th yr. Catalogue. C. W. OLSON, BOX 719, TARRYTOWN, N. Y.

LONGWOOD

ACCREDITED PREPARATORY SCHOOL

Grades 7-12. Excellent faculty. Trains your son as you want him to be. 260 acres suburban Washington. Sports. Mod. rates. Summer session. Camp. THE LONGWOOD SCHOOL, BOX 182-V, OLNEY, MD.

SOLEBURY SCHOOL

Small college preparatory ages 12 to 18. Fully accredited. One master to 8 boys. Country school in Bucks Co., between Philadelphia and New York. Diagnostic testing. Corrective reading. Sports. WILLIAM P. ORRICK, BOX G, NEW HOPE, PA.

THE PENNINGTON SCHOOL

For Boys. Accredited College Prep and Jr. Sch. 4th Grade up. Small classes with daily help of friendly Masters. Music, crafts. All sports, gym, pool. Near Princeton. 112th yr. Endowed. Catalog. J. ROLLAND CROMPTON, D.D., BOX 30, PENNINGTON, N. J.

BORDENTOWN MILITARY

Enroll now for Feb. term. Fully accredited. College preparatory. Business and general courses. Outstanding record of college entrance. ROTC. Boys taught how to study. 64th year. Write for catalog. REGISTRAR, BOX 241, BORDENTOWN, NEW JERSEY.

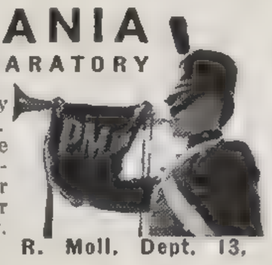
ADMIRAL FARRAGUT ACADEMIES

Accredited college preparatory with naval train'ng

Enroll now for mid-year. Two separate schools: Toms River, N. J.; St. Petersburg, Fla. Preparation for all colleges, gov't academies. Jr. school. Highest Navy Dept. rating. Guidance. Sports, boats, bands. Specify catalog.

Adm. Farragut Academy, Box V, Toms River, N. J.

PENNSYLVANIA MILITARY PREPARATORY



New term Feb. 1. Fully accredited college prep. Also 8th grade. Guidance program. Remedial reading. ROTC. Highest War Dept. rating. All major sports—swimming, riding. 128th year. Catalog. C. R. Moll, Dept. 13, Chester, Pa.

EDUCATIONAL TROUBLE SHOOTERS

Individualized Plan—Each Student a Class

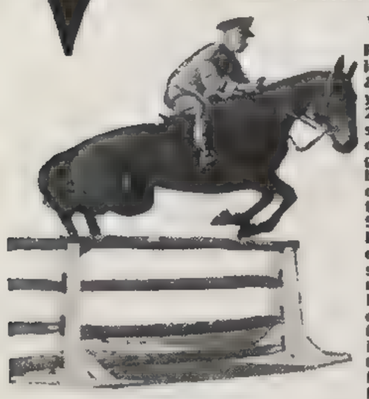
For those with educational problems—successful college preparation and general education. Our tests discover causes of difficulties and we (1) devise individualized program to overcome difficulties; (2) make up lost time; (3) instill confidence. **Not everyone needs Oxford, but he who needs us, needs us badly.** Write Edward R. Knight, Ph.D., Headmaster

Faculty 12; Enrollment 30; 42 years' experience

OXFORD ACADEMY Box K-95, Pleasantville, N. J.

VALLEY FORGE MILITARY ACADEMY

AT THE NATION'S SHRINE



Valley Forge graduates are leaders in Peace as they were in War. College Prep & Jr. Coll. for young gentlemen 12-20. Parents appreciate small, personalized classes, our modern guidance & testing bureau, and reading clinic. Faculty of distinguished specialists. Special emphasis on body development by experts. All varsity sports, with swimming. Intramural athletic program for every boy. 30 modern fireproof bldgs. Motorized Field Artillery, Cavalry (75 horses), Infantry, Band. Sr. R. O. T. C.

For Catalog, Address Box H, Wayne, Pa.

Boys' Schools

CHESHIRE ACADEMY

A pioneer in personal attention to the individual boy. Small classes, flexible programs, accelerated progress. College prep. Graduation Jan., June, Sept. Summer Session. Junior School. Athletics for all. A. V. SHERIFF, HEADMASTER, CHESHIRE, CONN.

MILFORD PREPARATORY

Famous for its Teaching. Over 30 years' experience preparing boys for leading colleges. For every boy: personal attention in very small classes; successful study habits. Grades 8-12. Optional accelerated plan. WM. V. PEARSON, HDM., MILFORD, CONN.

EMERSON SCHOOL FOR BOYS

A country boarding school 50 miles from Boston. Boys 8-15. Small classes taught by men teachers. Graduates enter leading preparatory schools. Homelike surroundings. Supervised sports. Catalog. EDWARD E. EMERSON, HEADMASTER, BOX V, EXETER, N. H.

HOLDERNESS

In the heart of the skiing country. Episcopal. 75 boys 12 to 18. Faculty of 12. Thorough college preparation. Varied athletic program; team sports, riding. Outing cabin. Craft Shop. Art, Music, Dramatics. EDRIC A. WELD, RECTOR, BOX 200, PLYMOUTH, N. H.

MANLIUS

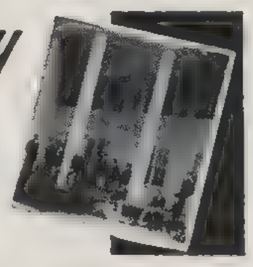
Accredited college preparatory and 8th grade. Military, ROTC. Tutorial assistance included. Close supervision of study. Students grouped according to scholastic ability. Fall, winter, spring sports programs. In beautiful central New York. 125 acre campus. For "Tutorial Method" and catalog, address: **Robert V. Weekes, Dir. of Admissions, Manlius School, Manlius, N. Y.**

YOUR BOY'S NEEDS

We find and develop the best in your boy. Arouse his interest, teach him How to Study; prepare him for college. *No classes:*—we teach the boy, not the book, thru sympathetic and constructive analysis of his needs. Headmaster's daily instruction of each boy inspires real progress. Every graduate has entered college! Men teachers. Boys 12 to 20. *Address:*

CARLE O. WARREN, Headmaster, THE WARREN SCHOOL
Box 712, OLNEY, Maryland (Near Washington) (Tel. Pleasant 0520)

CROYDON HALL *Academy*



A home school for boys, grades 1 to 12. Understanding teachers develop your boy's personality, ideals, study habits, and sportsmanship.

Attractive residential estate, athletic fields, gym, woodland setting adjoining private bathing beach and golf course. Intramural & team sports. Hobby clubs. Music. Riding. N. Y. City 40 miles. *Summer Session.* Catalog.

DR. JOHN M. CARR, Hdmr. **Box V, Atlantic Highlands, N. J.**

YOUR SON'S SCHOOL

It may be a traditional college preparatory school—or a school with military or naval training. For the younger boy there are small, informal schools, with careful guidance by masters. Older boys, not college-bound, may choose junior college—specialize in business administration. Some of these schools are listed here. Write them, or, if you need help, write us.

Parent's name_____

Address_____

_____

Student_____ Age_____ Grade_____

Present school_____

Type of school preferred_____

Approximate tuition_____

Location_____

Proposed entrance date_____

1-49

VOGUE'S SCHOOL BUREAU
420 LEXINGTON AVENUE, NEW YORK 17, N. Y.
Telephone: LExington 2-7500

Boys' Schools

FAY SCHOOL

Distinguished as a leading pre-preparatory school since 1866. Three generations alumni. Excellent academic, home & recreational facilities. Grades I-VIII. Emphasis on character, scholarship & achievement. H. L. REINKE, HDM., BOX 115, SOUTHBORO, MASS.

ADIRONDACK-FLORIDA

School prepares boys 12-18 for leading colleges. Fall & Spring in Adirondacks, Jan.-Apr. in Florida. Small classes; individual attention. Sports, incl. swimming, sailing. Est. 1903. D. PIERRE CAMERON, HEADM., ONCHIOTA, N. Y.; COCONUT GROVE, MIAMI, FLA.

DARLINGTON SCHOOL

Fully accredited. Individualistic instruction—high standards. Christian character stressed. In foothills Lookout Mt. Range. Boys grouped for sports by age & size. Lake. Dairy Farm. For catalog, address: C. R. WILCOX, PH.D., PRES., BOX V, ROME, GA.

RIVERSIDE MILITARY ACAD.

Outstanding record. R.O.T.C. Winter at Hollywood-by-the-Sea, Fla. Junior College. All athletics. Separate school younger boys. Progress guaranteed. All-inclusive fee. For illustrated catalog, address GEN. SANDY BEAVER, PRES., BOX 901-V, GAINESVILLE, GA.

BOLLES

On Beautiful St. Johns River

ACCREDITED preparation for colleges. Grades 6-12. Naval or military training. Highest Navy rating. Small classes. All sports for all. Year-round golf, tennis. Boats. Band. Outdoor swimming pool, gymnasium. Catalog. **Registrar, Box 5037-V, Jacksonville, Florida.**

Boys' Schools

FISHBURNE MILITARY

Accredited college preparatory emphasizing academic excellence. 70th session. All sports, social program. Individual guidance. War Department R.O.T.C. Highest gov't rating. Catalog and viewbook. COL. MORGAN H. HUDGINS, BOX V-9, WAYNESBORO, VA.

AUGUSTA MILITARY

Country location in Shenandoah Valley. Prepares for Universities, West Point, Annapolis. ROTC. Gym, pool, sports. Fully accredited. 85th year. Catalog. Address all communications to COL. C. S. ROLLER, JR., BOX V, FORT DEFIANCE, VA.

KENTUCKY MIL. INSTITUTE

A school with a winter home at Venice, Florida. Preparation for college under ideal climatic conditions all year. Oldest private Military School in America. For fully illustrated catalog, address: COL. C. B. RICHMOND, PRES., BOX V, LYNDON, KY.

CASTLE HEIGHTS MIL. ACAD.

Sr. Unit R.O.T.C. High School, Jr. College, separate Junior School. Summer School. Camp. Non-profit. For Catalog and "22 Points", address: COL. H. V. ARMSTRONG, PRES., LEBANON (near Nashville), TENN.

CULVER MILITARY ACADEMY

Thorough college preparation. Emphasis on physical, intellectual, moral stamina. Understanding guidance. Exceptional facilities. 1000 acres on Lake Maxinkuckee. All sports. Leadership training. Senior ROTC Units. Catalog. 110 PERSHING TER., CULVER, IND.

HOWE MILITARY SCHOOL

Thorough academic training in spiritual environment. Accredited college prep. Potential Achievement Rating gives each boy individual goal. Jr. school. ROTC. Sports. Episcopal. Enter Jan. 31. Catalog. B. B. BOUTON, 1519 ACADEMY PL., HOWE, IND.

MORGAN PARK MILITARY

Complete development of every boy. Fully accredited college prep. High academic standards. ROTC. Sports. Suburb, 15 miles from Chicago. Lower school. 76th year. Catalog. COL. SANDFORD SELLERS, JR., BOX 619, MORGAN PARK, CHICAGO 43, ILL.

WESTERN MILITARY

Broad accredited training prepares for any college. Grades 8-12. Boys taught how to study. ROTC. Highest gov't rating. Sports. 71st year. Near St. Louis. Enroll now for Jan. semester. Catalog. COL. R. L. JACKSON, BOX V-1, ALTON, ILL.

ST. JOHN'S MILITARY

Accredited college prep in heart of Wisconsin's land o' lakes. Grades 8-12. Near Chicago. Balanced program. Excellent faculty. Riding, golf, sailing. Winter sports. Flying. Summer session. 65th yr. Catalog. 919 DE KOVEN HALL, DELAFIELD, WIS.

NORTHWESTERN

MILITARY AND NAVAL ACADEMY

Builds character while preparing for college. Accredited. Small classes. Daily tutorial period. ROTC. Sports. 75 mi. Chicago. Summer camp. Catalog. 41 LAKE SHORE RD., LAKE GENEVA, WIS.

MISSOURI MILITARY ACAD.

and Junior School. 60th year. Fully accredited R.O.T.C. Friendly teachers inspire boy to excel—complete guidance program prepares him for future. All sports. 5 athletic fields. Campus. Riding. Catalog. COL. C. R. STRIBLING, 819 MAIN, MEXICO, MO.

JUDSON SCHOOL, ARIZONA

Western ranch school with high scholastic standing, in warm, dry climate. Riding, polo, tennis, swimming, trips. Balanced studies and recreation. Boys 6-18. Accredited. Booklet. J. T. FIELD and H. T. WICK, DIRECTORS, BOX 1431, PHOENIX, ARIZONA.

WARING RANCH SCHOOL

A school in the West with Eastern educational standards. Thorough college preparation; healthy outdoor exercise. A horse for every boy. All sports. Skiing November to April. Summer camp July-August. T. R. WARING, BOX V, SANTA FÉ, NEW MEXICO.

FORK UNION MILITARY ACADEMY

EMPHASIS on character, personality, academic excellence. Accredited prep. also post-grad. for college, business. Small classes. ROTC. Highest Gov't rating. 16 modern bldgs. New gym, all sports, bands. LOWER SCHOOL: (Grades 1-7) Separate buildings, gym. 52nd year. *Catalog.*

Dr. J. C. Wicker, Box 901, Fork Union, Va.

STAUNTON MILITARY ACADEMY

- ★ Distinguished academic record. Successfully prepares for college.
- ★ Fully accredited. Business courses available. Thorough military
- ★ training develops poise, self-reliance. ROTC unit. Army's highest
- ★ rating. Complete athletic program. Superior health record. Separate
- ★ Jr. School. Visitors welcome. Catalog: Supt., Box V-1, Staunton, Va.

Coeducational Schools

BUXTON SCHOOL
Coeducational college preparatory school in the Berkshire Hills. 140 acres. After 19 years as Buxton Senior School in Short Hills, N. J. Creative arts, sports and sound academic education. Work program. ELLEN GEER SANGSTER, WILLIAMSTOWN, MASS.

MERRICOURT
AN EPISCOPAL SCHOOL FOR CHILDREN 5 TO 13
Modern, homelike buildings. Spacious grounds. Fine staff. Small classes. School year or year-round. Sports. Easily accessible. Send for booklet.
REV. M. V. WHITFORD, BERLIN, CONNECTICUT.

HARMON HALL
FEATURING REMEDIAL EDUCATION
An accredited year-round school offering individual programs in all subjects for normal boys and girls 8 to 18. On coast near Boston. College preparation. MELDEN G. SMITH, YORK HARBOR, MAINE.

FROG HOLLOW
Boys and Girls 4-8. Preschool thru 3rd grade under fully qualified teachers. Country home 45 minutes from Philadelphia. Schoolhouse with music, crafts & play rooms; theatre. Playgrounds, pool, pony. Bklt. MRS. WM. V. FLEMING, R.D. 2, LANSDALE, PA.

BERGEN JUNIOR COLLEGE
2 yrs. accredited college work. One yr. certificate course. Pre-professional courses. Diploma. G.I. students accepted. Country campus. Resident students. Spring Term Jan. 24. ½ hr. N. Y. C. Catalog V. CHARLES L. LITTEL, ED.D., PRES., TEANECK, N. J.

THE TUTORING SCHOOL
74 EAST 55 ST., NEW YORK 22, N. Y.
Individual instruction preparing for all major colleges and schools. 22nd Year.
Catalog on request TEL. PLAZA 5-6666

MORNINGSIDE SCHOOL
A DAY SCHOOL FOR BOYS AND GIRLS
Small classes of six students, emphasizing individual attention. Grades 7 thru 12. Thorough preparation leading to high school diploma or college entrance. ROBERT J. DIXSON, 548 WEST 114TH ST., N. Y. 25.

WRIGHT ORAL
Resident and Day School. Impaired hearing. Specializing on voice and auricular training, also on lip reading from pre-school to college entrance. Enrollment limited. M. E. WINSTON, ONE TWENTY-FOUR EAST END AVENUE, NEW YORK 28, N. Y.

TARRYTOWN SCHOOL
For boys and girls 8 to 14. Year-round program on beautiful Westchester estate. Accredited. Small groups. Riding, sports. School for young children at Scarborough. Endowed. Write for "The Tarrytown Story." BOX 218-B, TARRYTOWN-ON-HUDSON, NEW YORK.

SCARBOROUGH
Coeducational. Country Day pre-primary to college. Boarding from 5th grade. Emphasis on character development. Strong college preparation. Riding, sports. 30 miles from N. Y. Catalog. P. L. GARLAND, BOX G, SCARBOROUGH-ON-HUDSON, N. Y.

TUXEDO PARK
For Boys and Girls 7 to 14
A country day and boarding school preparing for leading secondary schools. Highest academic standing. Grades I-VIII. Boarding 5 and 7 days. 32 miles from N. Y. on a superb private estate, overlooking Ramapo River. Skiing, sports. Shop, music, art, dancing.
Wm. G. Yardley, Head, Tuxedo Park, N. Y.

VIEWPOINT
A Coeducational School, Grades 5 through 12. Chartered by New York Regents, offering general course and college preparation. Class work integrated with recreation and operation of 500-acre farm. Sports, art, music. Summer program offers tutoring and camp life. Fee includes riding.
Katharine M. Lake, Secretary
Viewpoint School Amenia, New York

Finishing School

Powers School
Offers a Pattern of Perfection
For the girl or woman of any age who wishes to bring her potentialities to perfection. A staff trained by John Robert Powers advises on styling, grooming, Make-Down, figure, posture, walking, speech, poise, self-confidence. Personal analyses, demonstrations, and consultations. All daytime instruction completely individual (no class work), or delightful evening groups. *Write*
VIRGINIA VAIL, POWERS SCHOOL
247 Park Avenue, New York 17
Lecture Courses for Schools & Colleges

Special Schools

THE MARY POGUE SCHOOL
For the exceptional child, special training in academics, speech, music, individual social adjustment, occupational and physical therapy programs. Separate buildings for boys and girls. Catalog.
46 GENEVA ROAD, WHEATON, ILL. (near Chicago).

ROCKWOOD
ELSINORE, CALIFORNIA
Boys and young men with educational and physical limitations. Accredited vocational and academic teachers. 270-acre ranch estate. Write:
REGISTRAR, ROCKWOOD, ELSINORE, CALIFORNIA.

THE MATTHEWS SCHOOL
Boys and girls 4-12. Program adapted and individual attention given to educational, emotional, retardation, speech problems. Homelike. Small group. 8th yr. Moderate rate. MISS HELEN MATTHEWS, BOX V, LA PAIX LANE, BALTIMORE 4, MARYLAND.

THE WOODS SCHOOLS
For Exceptional Children Three Separate Schools
Girls Little Folks Boys
BOX 169, LANGHORNE, PA.
MOLLIE WOODS HARE, PRINCIPAL

THE BANCROFT SCHOOL
Established 1883. Individual training for exceptional children who need special understanding. Year-round. School season in Haddonfield; summer camp in Maine. Medical and psychiatric supervision. Catalogue. JENZIA COOLEY, PRIN., BOX 345, HADDONFIELD, N. J.

BAILEY HALL
A Congenial School For Retarded Boys. Enrollment limited to 25. Experienced staff, modern equipment. Outstanding educational record. Fully accredited. KATONAH, NEW YORK. TEL.: KATONAH 70.

ALGONQUIN SCHOOL
FOR RETARDED BOYS AND GIRLS
Provides: Security & affection. Mental & physical health. Special educational methods. Individual training. Homelike atmosphere.
W. LEE KNIGHT, SARANAC LAKE, NEW YORK

HOPELANDS
EAST GREENWICH, RHODE ISLAND
A country school, beautifully located, from which many children, rejected by educational authorities, have been sent to regular schools and normal living. Swimming, riding, etc. Booklet. MRS. JO KING WALPOLE, DIR.

The schools listed above are special schools which give more than average attention to understanding and directing children needing help in one way or another. Their directors will appreciate having you write in detail about your child, so that they may know what his requirements are.

Teacher Training

NATIONAL COLLEGE OF ED.
Thorough Preparation for Teaching Nursery School, Kindergarten, Primary and Upper Elementary Grades. Professional School with College Atmosphere. September, February, June and July terms.
EDNA DEAN BAKER, PRES., BOX 92A, EVANSTON, ILL.

Secretarial & Business

GRACE BALL SCHOOL
SAN FRANCISCO BY THE GOLDEN GATE
Secretarial and Business courses for high school graduates and college women. Effective Placement Service. Catalog: Registration Secretary.
58 SUTTER STREET, SAN FRANCISCO 4, CALIF.

BRYANT COLLEGE
B.S. degrees in 2 years in Business Admin. or Exec. Secretarial (majors in Management, Merchandising, Advertising) and Accounting & Finance. Also 1-yr. Sec'l diploma. Dorms. Coed. 86th year. Catalog. REGISTRATION SEC'Y, PROVIDENCE 6, R. I.

BERKELEY
Intensive, comprehensive secretarial courses for high school graduates, college women. Distinguished faculty. Placement service. New Term Feb. 21. Catalog. ASSISTANT TO DIRECTOR, 420 LEXINGTON AVE., N. Y. C. 17; WHITE PLAINS, N. Y.; E. ORANGE, N. J.

THE MOON SCHOOL
Secretarial. Personality Development Course for high school graduates develops poise, prepares for good positions. 6, 8, 10 months. Short courses for college women. Placement. 49th yr. Ask for catalog V. MRS. WM. T. MOON, 521 FIFTH AVE., N. Y. C. 17.

LATIN-AMERICAN INSTITUTE
Diplomatic & Foreign Service School. Export Technique. Business School: complete foreign language secretarial training. Coed. Degrees. 900 PARK AVE., N. Y. 21, or 716 N. RUSH ST., CHICAGO, ILL., or 650 SOUTH GRAND, LOS ANGELES, CALIF.

Wood
Select Secretarial School

One and two-year courses with cultural subjects for H. S. graduates who wish to prepare for interesting, well-paying positions. Course for college women. Placement service. Residence. Enroll now for Feb. or July. Catalog V. **125 Park Ave. (100 E. 42 St. opp. Grand Central), N. Y. 17, MU 6-1560.**

Katharine Gibbs
SECRETARIAL
- **BOSTON 16** 90 Marlborough St.
- **CHICAGO 11** 51 East Superior St.
- **NEW YORK 17** 230 Park Ave.
- **PROVIDENCE 6** 155 Angell St.

Outstanding training for high school and private school graduates. Special course for college women. Resident facilities. Catalog: Associate Prin.

Fashion Modeling

FASHION AND PHOTOGRAPHIC MODELING
• *A distinctive career for attractive girls* •
Prepare for today's superior opportunities in modeling for photographers, in exclusive shops, showrooms and fashion shows.
FREE PLACEMENT SERVICE • DAY-EVE. SESSIONS
ILLUSTRATED CATALOGUE A ON REQUEST
Helen Fraser, *Director*
BARBIZON STUDIO OF MODELING
576 FIFTH AVENUE, N. Y. 19, N. Y.

Prepare for a Glamorous Future!
COVER GIRLS • CAREER GIRLS
• Let Patricia Stevens develop your charm, beauty and poise . . . show you the way to a successful Cover Girl career. Professional courses in fashion modeling, photography, motion pictures, slide films, television.
• CAREER GIRLS . . . Learn the models' way to loveliness. Individualized instruction in make-up, hairstyling, figure control, fashions, voice and diction, charm.
Finishing Schools and Casting Agencies for Models, Career Girls
For free information on Resident or Home Study Courses, write: Patricia Stevens Department V8 30 W. Washington Chicago 2, Ill.
G. I. Approved
America's Largest!

Patricia Stevens

PATRICIA STEVENS' National Headquarters:
- **CHICAGO, 30 W. Washington**

Franchise Branches:
- **Philadelphia, 20 S. 15th**
- **Minneapolis, Time Bldg.**
- **Dallas, 1618-A Main St.**
- **St. Louis, 1134 Locust**
- **Hollywood, 5515 Sunset**
- **Detroit, Book Building**
- **Kansas City, Mo., 3102 Troost**
- **Milwaukee, 161 W. Wisc.**
- **Indpls., 17 W. Market St.**
- **Cincinnati, 528 Walnut**

Vogue maintains an information bureau for the benefit of readers who would like help in choosing schools or camps. This service is gratis. Won't you visit our offices in the Graybar Building when you are in New York—or write: VOGUE'S SCHOOL & CAMP BUREAU, 420 LEXINGTON AVENUE, N. Y. 17

Medical Assistants

OHIO INSTITUTE
Offers superior training in Lab, X-ray & Medical Office Techniques. (Est. 1937.) Coed. Ohio enrollment filled for 1949. Applications accepted for Calif. Branch. Spring Term. Catalog V: M. LAWTON, M.D., DIRECTOR, 2321 OVERLOOK, CLEVELAND 6, OHIO.

Airline Hostess School

McCONNELL SCHOOLS
900 GRADUATES NOW FLYING
Train for major airlines. Req. 1 yr. Col., R.N., or Bus. Exp., Single. 21-28. Even Teeth. Good Vision. 5'2"-5'8". Catalog. McCONNELL SCHOOLS, RM. V-19, 1030 NICOLLET, MINNEAPOLIS 2, MINN.

Dramatic Arts

FEAGIN DRAMATIC SCHOOL
STAGE—SCREEN—RADIO—TELEVISION
Intensive training for professional work.
Approved for Veterans—Public Appearances
34th year. New Term Feb. 1st. Catalog V.
ROCKEFELLER CENTER, 630-5TH AVE., NEW YORK.

FRANCES ROBINSON-DUFF
FAMOUS AS "A TEACHER OF STARS"
Prepares you for a professional career in 9 mos. Students meet talent scouts at Little Theatre plays. Enroll now for Winter course. 28th yr. Bklt. O. 235 E. 62ND ST., NEW YORK 21. RH 4-7900.

AMERICAN ACADEMY OF DRAMATIC ARTS
The foremost institution for Dramatic and Expressional Training in America. For catalog write: SECRETARY, ROOM 251, CARNEGIE HALL, N. Y. 19.

PROVINCETOWN
THEATRE STUDIO
18th Season Summer Stock
Learn to act by acting where the untalented are rejected. All parts played by students . . . only 15 accepted. Write REGINALD GOODE, SALT POINT, N. Y.

LELAND POWERS
SCHOOL OF RADIO AND THE THEATRE
Comprehensive 2-year course in radio and theatre under faculty of professionals. Fully equipped radio studios and Little Theatre. Coed. Write for catalog. 23 EVANS WAY, BOSTON 15, MASSACHUSETTS.

PASADENA PLAYHOUSE
School of the Theatre
START SPRING QUARTER MARCH 21
Build your career with experience in this world renowned theatre-school. Stage, screen, radio, television, 4 stages—Hollywood, Broadway scouted. Two year course to degree. You can specialize in acting, directing, technical design, play writing, or theatre administration. Write today for details. Address **Gen. Mgr., 36 S. El Molino Ave., Pasadena 1, Calif.**

Photography

SCHOOL OF PHOTOGRAPHY
In the White Mountains. For high school or college graduates. Fundamental techniques in all phases of photography in 8 months course. Exceptional equipment. Ideal location. Dormitories. Catalog. LESLIE BUCK, NORTH CONWAY, NEW HAMPSHIRE.

PHOTOGRAPHY
offers a profitable and interesting career for women. Learn the techniques and know-how in this finest of schools—on fringe of Yale Campus—staffed by experts headed by William Gerdes, M. Photog., of international fame. Living accommodations arranged. Coeducational. Portrait and Commercial Photography for beginners—Direct Color and Camera Repair for advanced students.
Write for Catalog V
PROGRESSIVE SCHOOL OF PHOTOGRAPHY
217 Park Street New Haven 11, Conn.

Dietetics

BE A DIETITIAN!
Short, Intensive Course
qualifies you for position in hospitals, hotels, schools, railroads, food manufacturers, etc. Day or Eve. Co-ed. Available to qualified veterans. **Age no obstacle.** Licensed by N. Y. State. Free Placement. *Catalog 4.*
NEW YORK INSTITUTE OF DIETETICS
660 Madison Av. at 60th N.Y. Tel: TE 8-8600

Retailing

RETAILING—FASHION
School of Distributive Education (R. P. I., Wm. & Mary College). Trains personnel workers, buyers and teachers of retailing and fashion. Women's dorms. Minimum expense $700. For viewbook, address: DIRECTOR, 222 SHAFER ST., RICHMOND 20, VA.

RESEARCH BUREAU
FOR RETAIL TRAINING
One-year course prepares college grads for executive jobs in buying, advtg., fashion, personnel. Store experience with pay. Master's degree. Coed. BULLETIN V, UNIVERSITY OF PITTSBURGH, PITTSBURGH 13, PA.

CHAMBERLAIN
A PROFESSIONAL SCHOOL OF RETAILING
Merchandising, promotion, personnel, fashions, display. 2-year course for college age girls. Training in fine Boston stores. Residence clubs. MURIEL V. COX, 739 BOYLSTON ST., BOSTON 16, MASS.

Tobé-Coburn
School for Fashion Careers
Learn styling, buying, copywriting, merchandising from leading executives in the field. Get supervised store experience with pay. See the fashion industry at work. Enjoy cultural life in New York. One Year Course for girls with two years of college. Two Year Course for high school graduates. Begins August 31. Send for Catalog V and list of graduates' jobs.
ONE WEST 57 ST. • NEW YORK 19

TWO YEARS OF EDUCATION
In Retailing offered to high school graduates by the
NEW YORK STATE INSTITUTE OF APPLIED ARTS AND SCIENCES
Includes six months of paid store training
Write for catalog: P.O. Box 525, Utica, N. Y.
School year begins July 5, 1949

FASHION CAREERS
Train for interesting jobs in buying, fashion reporting, etc., in school equipped like dept. store. 1-year course for girls with one or more years of college. 2-year course for high school graduates includes liberal arts. Both courses include store work with salary.
Ask for Catalog V.
LABORATORY INSTITUTE OF MERCHANDISING
45 West 34th Street New York 1

Famous Career School of the Central West
The RAY Schools Chicago
Dress Design · Styling
Interior Decoration
Merchandising, Buying, Pattern Making, Fashion Advertising, Modeling, Millinery, Fashion Illustration, Photography. Individual advancement. Attractive school dormitory for girls. Training available under G.I. Bill. ENTRANCES—MONDAYS JANUARY.
116 SOUTH MICHIGAN BOULEVARD, CHICAGO • DEPT. V-1

Hotel Training

Be a Hotel Hostess

Enjoy Your Work! Fascinating positions in hotels as Hostess, Housekeeper, Manager, etc. Grade school education plus Lewis Training qualifies you. One student writes: "Offered three positions by Lewis School. I selected this one as Hostess-Assistant Manager of a famous resort." Write for Free Book. Course Approved for Veterans' Training. **LEWIS HOTEL TRAINING SCHOOL, Sta. PA-6201, Washington 7, D. C.**

There is always a demand for trained people in every field of work. Listed on these pages are many good schools offering courses to meet both present and future needs . . . prepare now if you look forward to a career. For further advice, write to VOGUE.

Fine & Applied Arts

Modern School
- RETAILING with Field Work
- COSTUME DESIGN
- INTERIOR DESIGN and DECORATION
- FASHION ILLUSTRATION
- ADVERTISING ART and Copywriting

Licensed by Com. of Mass. Dept. of Education
Directors: Carolyn L. Dewing; Donald S. Feeley
Box 51, 687 Boylston St., Boston 16, Mass.

Fine & Applied Arts

PRATT INSTITUTE
THE ART SCHOOL
Degree Courses—Architecture. Art Education. Certificate Courses—Advertising Design, Illustration, Industrial Design, Interior Design, Textile Design. JAMES C. BOUDREAU, DEAN, BROOKLYN 5, N. Y.

ART CAREER SCHOOL
DRAWING • PAINTING • ILLUSTRATION
Advertising Art, Fashion, Cartooning. Day, Evening, Saturday Jr. & Sr. Classes. Individual instruction. Spring term Feb. 7th. Est. 1926. ALBERTA T. ELLISON, SUITE 2004, 175 5TH AVE., N. Y. 10.

JAMESINE FRANKLIN
SCHOOL OF PROFESSIONAL ARTS, INC.
Advertising Design, Fashion Illustration, Interior Architecture and Design, Painting, Illustration. Mid-year term begins January 19. Booklet. PENTHOUSE B, 460 PARK AVE., NEW YORK 22, N.Y.

CENTRAL PARK SCHOOL
of Art. Intensive training, Certificate Courses Commercial Art & Fashion Illustration. Special Portrait-beginners. Color Course. Personalized instruction. Catalog V. ARTHUR BLACK, DIRECTOR, STUDIO 2, 58 W. 57TH ST., NEW YORK 19. CO 5-8708.

MARIE de REINECK
INTERIOR DECORATION
Outstanding Staff Professional Designers
Individual Guidance • Flexible Time Schedule
Practical Course • Entrance Monthly
MARIE de REINECK, 59 E. 54TH ST., N. Y. 22

SCHOOL FOR ART STUDIES
PAINTING • SCULPTURE • GRAPHIC ART
In-service and alertness credit courses for teachers
Distinguished Faculty
MAURICE GLICKMAN, DIRECTOR
250 W. 90 ST. (AT B'WAY), N. Y. 24. SC 4-9518

PARSONS School of Design
Three year courses in Costume Design and Illustration; Interior Design; Advertising Design and Flat Design; Teacher Training. Special B.S. Degree Course. Saturday classes for adults and children. Catalogues on request.
Box V, 136 East 57 St., New York 22, N. Y.

chic school
Practical Training in
PATTERNMAKING
Including
Costume Sketching and Dressmaking
GRADING • DRAPING
Individual Instruction.
Co-ed. New Term. Feb. 7.
Day-Eve. Request Bklt. G.
229 W. 36th St., N. Y. 18

The Whitman School
INTERIOR DECORATION
Interior Design and Decoration
Window Display • Stage Design
Upholstery • Drapery Making
Licensed by the University of the State of N. Y.
Classes Begin Feb. 1—Morning, Afternoon, Eve.
170 RIVERSIDE DRIVE, AT 89th ST.
New York 24, N. Y. TRafalgar 3-1200

NEW YORK SCHOOL OF INTERIOR DECORATION
FOUR MONTHS' PRACTICAL COURSE
Starts February 2nd
Faculty of leading N. Y. decorators. Period and modern styles, color schemes, all fundamentals. *Send for Catalog 6R.* **HOME STUDY COURSE** Starts at once. Same training for those who cannot come to New York. *Send for Catalog 6C.*
515 Madison Ave., New York 22, N. Y.

Fine & Applied Arts

ABBOTT ART SCHOOL
25th year. Fine and commercial art. Advtg., Fashion Illustration. Design for Textiles. Interior Design. Life. Water Color. Credits transferable. GI-approved. Summer school. Catalog. ANNE F. ABBOTT, BOX V, 2013 EYE ST., N.W., WASHINGTON 6, D. C.

NATIONAL ART SCHOOL
You may enter this school any time. Classes run all year in every branch of art. For 35 years graduates have been making notable successes. Many advantages in Nation's capital. G.I. approved. Catalog. 2041 MASSACHUSETTS AVE., N.W., WASHINGTON, D.C.

MOORE INSTITUTE OF ART
SCHOOL OF DESIGN FOR WOMEN
104th yr. Textile design, commercial illustration, advtg. art, art education, fashion design, fashion illustration, painting, interior decoration. Degrees. Residences. Catalog. 1340 N. BROAD ST., PHILA., PA.

SPRING GARDEN INSTITUTE
New term begins February 1, 1949.
Fashion Design, Dressmaking, Millinery.
98th year. Send for Catalog V.
Women Veterans accepted.
BROAD & SPRING GARDEN STS., PHILA. 23, PA.

AD-ART STUDIO SCHOOL
Practical Commercial Art and Fashion Illustration exclusively. Intensive 2-yr. diploma course. Professional artist instructors. G.I. approved. Limited enrolment. Free placement. 21st year. Catalog. E. V. HUTTON, DIR., BESSEMER BLDG., PITTSBURGH 22, PA.

SAN FRANCISCO AND PITTSBURGH
Louise Salinger
Schools of Dress Designing

Pattern Designing, Pattern Drafting, Millinery, Tailoring, Sketching, Modeling. Day, Evening. Send for catalogue V.
47 Kearny St. San Francisco, Cal. DOuglas 28059
230 Oliver Ave. Pittsburgh, Pa. ATlantic 3855

ART INSTITUTE OF PITTSBURGH
Unusual placement service obtains positions for graduates, many student-commissions. Diploma courses—18 months—in advertising illustration, fashion art, dress design and interior decoration. 9 months in photography. Practical individual instruction. Own 8-floor building. 28th yr. Catalog V.
Willis Shook, Director
635 Smithfield St. Pittsburgh 22, Pa.

ACADEMY OF ARTS
26 minutes from Times Square, New York
Fine & Commercial Arts, Anatomy, Fashion Illustration, Water Color & Oil Painting, Interior Design, Advertising Design. Individual Instruction. G.I. Bill. Approved by State of New Jersey. Register now for Feb. 7 classes. Gallery open daily.
Write for catalog V. **T. R. BOGUT, DIRECTOR**
65-67 Clinton St. Newark 5, N. J.
Telephone: Mitchell 2-8378

TRAPHAGEN SCHOOL OF FASHION *For Results*
TRAINING HERE PAYS LIFE DIVIDENDS
Intensive SPRING, SUMMER & FALL Courses
Top honors 25 years. Professional methods in every branch of Fashion for beginners or advanced students. Credits. Approved by Regents—**REGISTER NOW!** Day & Eve. Our Graduates in Demand! Sales Dept. Free Placement Bureau. Send for Cir. 1. Phone CO 5-2077.
TRAPHAGEN, 1680 Broadway (52nd) N.Y. 19

McDOWELL SCHOOL
FASHION DESIGN AND STYLING
Sound productive training for the Fashion Industry. Best known school for practical fashion work. Excellent courses. Thorough individual instruction. Expert individual placement service. Established 1876. Catalogue on request.
Day and Evening Courses
73 West 45th St., New York 19, N. Y. LU 2-1366

FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
FASHION DESIGN • MERCHANDISING • BUYING
STYLING • FASHION ILLUSTRATION • REPORTING
To-day the young woman with a well trained fashion perspective and good style sense finds newer and greater opportunities. Intensive fashion training under direction **EMIL ALVIN HARTMAN** America's Foremost Fashion Instructor and Style Authority. Resident Spring enrollments request Book 4. Home Study Book 4H.
812 FIFTH AVENUE, NEW YORK 21 • Regent 7-0231-2

Fine & Applied Arts

ELIZABETH KARDOS
FASHION INSTITUTE, INC.
Est. 1910. Practical Courses in Sketching, Pattern Making, Draping, Tailoring, Dressmaking, Millinery. Approved for Veterans. Write for Catalogue. 1375 EUCLID AVE., CLEVELAND 15, OHIO.

CINCINNATI ART ACADEMY
Oldest art school west of Appalachians. Thorough grounding before specialization. Fine Arts, Commercial Art, History of Art. Modest tuition. Winter term: Jan. 24 to May 27. Catalog: MARTHA V. TIEMAN, REGISTRAR, EDEN PARK, CINCINNATI 6, OHIO.

MARYLAND INSTITUTE
1825 BALTIMORE, MD. 1949
Courses in Fine Arts, Teacher Training, Advertising and Costume Design, Interior Decoration, Stage Craft, etc. Rinehart School of Sculpture. Catalogue on request.

R.P.I. SCHOOL OF ART
COLLEGE OF WILLIAM & MARY
Drawing, Painting, Sculpture; Fine Arts; Costume and Fashion; Com'l Art; Int. Dec.; Art Education. Dormitories. Degrees. For Catalog, address: DIRECTOR, 903 W. FRANKLIN ST., RICHMOND 20, VA.

HIGH MUSEUM
SCHOOL OF ART ATLANTA, GEORGIA
One of South's outstanding professional schools. Fine and advertising art. B.F.A., M.F.A. degrees. Residential location. Summer school. Catalog. ROBERT S. ROGERS, BOX V, 1262 PEACHTREE ST., N. E.

RINGLING SCHOOL OF ART
Painting, Illustration, Com'l Art, Fashion Arts, Interior Decoration. Faculty of outstanding artists. Students use Ringling Museum and Circus. Outdoor classes. Dormitories. Low cost. For Catalog, address: GEO. O. KAISER, JR., EXEC. SEC'Y, SARASOTA, FLA.

MIAMI ART SCHOOL
Fine and Commercial Art. Interior Design. Fashion Illustration. 1-, 2-year courses. Solid, sound instruction. Prepare now for distinguished career. Approved for Veterans. BYRON NEWTON, DIRECTOR, 1822V BISCAYNE BOULEVARD, MIAMI 36, FLORIDA.

KANSAS CITY ART INSTITUTE
and School of Design. Complete professional instruction in all branches of fine and applied arts. 12 new studios. All buildings modernized. Latest equipment. Dormitories. 10 acre campus. Summer School. Catalog. DEPT. 719, K. C. ART INSTITUTE, K. C. 2, MO.

MEINZINGER ART SCHOOL
Develops native ability in fine and vocational art. Professional courses in Illustration, Layout, Lettering, Design, Fashion, Photo Retouching, Portraiture, etc. Accommodations obtained. GI approved. Catalog. DEPT. 2, 12 E. HANCOCK, DETROIT 1, MICH.

AMERICAN ACADEMY OF ART
Practical courses in all branches of Commercial and Fine Art. Faculty with international reputations. Winter term begins Jan. 3rd. FRANK H. YOUNG, DIRECTOR, DEPT. 619, 25 E. JACKSON BLVD., CHICAGO 4, ILLINOIS.

THE ART INSTITUTE
OF CHICAGO
Professional School. Fine Arts, Advertising, Dress Design, Interior Decoration, Teacher Training. Accredited. Diploma. Degrees. Catalog. Box 31, MICHIGAN AVE. AT ADAMS, CHICAGO 3, ILL.

CHICAGO ACADEMY of FINE ARTS
Founded 1902
Direct Project Training
Dress Design
Fashion Illustration
Interior Decoration
Art Essentials • Commercial Art
Illustration • Cartooning
Drawing and Painting
Day, Evening, Saturday and Sunday Classes.
Write for free Catalog
18 S. MICHIGAN AVE., CHICAGO 3, ILL.

HADE SCHOOL OF FASHION DESIGN
FASHION DESIGNING—A profitable career for you—**COURSES INCLUDE:** Pattern Drafting, Pattern Making, Draping, Tailoring, Dress Construction, Sketching and Designing. Historic Costume Designing, Fashion Illustrating, Life Drawing, Textiles and Fabric Analysis. **MILLINERY, INTERIOR DECORATING.** Bklt. on request.
LUCILLE C. HADE, Director
840 N. 3rd St., Milwaukee 3, Wis.

CALIFORNIA RUDOLPH SCHAEFFER SCHOOL OF DESIGN ... SAN FRANCISCO
FASHION DESIGN
French Art of Cutting, Draping and Designing—Taught through Demonstration by Marie Leonard of Paris. Color Study—Illustration, French techniques—Figurine—London Tailoring—French Custom Sewing. Millinery.
INTERIOR DESIGN Rudolph Schaeffer instructing. Modern Creative Approach. Study through building models and demonstration. Fundamental Color Design Principles. Oriental and European Influence. Approved for Veterans. Classes limited. Internationally prominent instructors. 23rd year. Day & Eve.
Box V, 136 St. Anne St., San Francisco 8, Calif.

Vogue's Travelog

A DIRECTORY OF FINE HOTELS AND RESORTS

FOR FURTHER INFORMATION ABOUT THESE LISTINGS WRITE TO VOGUE'S TRAVELOG, 420 LEXINGTON AVE., N. Y. 17

Arizona

TUCSON

SANTA RITA HOTEL. 250 rms. Tucson's Social Cntr.; Western Hosp. & Atmosphere. Superb cuisine; famous Dance Bands, Polo, Golf. Nick Hall, Mgr.

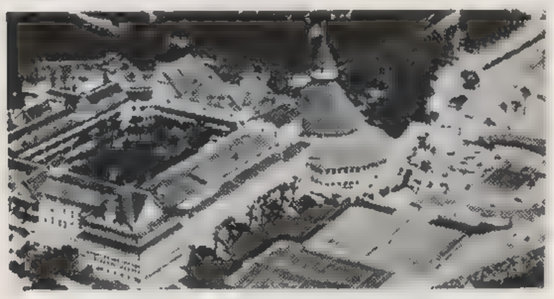
Arkansas

HOT SPRINGS

ARLINGTON HOTEL & BATHS. Curative waters owned and recommended by U. S. Gov't. Championship golf, horseback. W. E. Chester, Gen. Mgr.

California

CORONADO



HOTEL DEL CORONADO

Superb play spot on the Pacific. Jewel-like South Sea Island setting. Equable all-year climate; winter favorite with Easterners. Both the sunshine and the sea. Social activities, sports, boating, fishing, dancing, swimming (pool or sea), sun-lazing. Nearby Old Mexico offers horse racing, jai alai, shopping. H. S. Ward, Mng. Dir.

LOS ANGELES

CHAPMAN PARK HOTEL & bungalows. On Wilshire Blvd. Pool, gardens, entertainment. Bride and Groom Broadcast. Famous Zephyr Room.

Connecticut

CANDLEWOOD LAKE, DANBURY

WILDMAN'S LANDING LODGE. Ideal for Honeymoon. Picturesque setting. Charming accommodations. Bklt., write or call Danbury 8-0840.

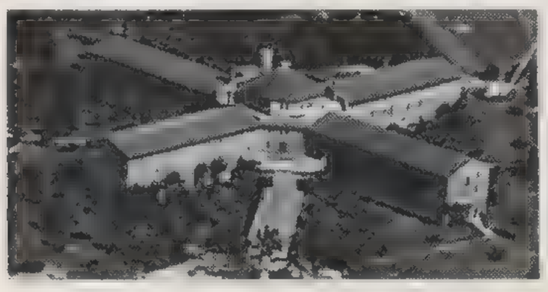
Florida

BELLEAIR

THE BELLEVIEW-BILTMORE

A complete resort hotel with distinct club atmosphere. Beach & Cabaña club. Pool and Surf bathing. Championship golf course, tennis, fishing cruisers, dancing nightly. American Plan, $12 and up Per Person Daily. For Reservations or Brochure, write Don Church, Mgr., The Belleview-Biltmore, Belleair, Florida.

BOCA GRANDE



BOCA GRANDE HOTEL & CLUB

On Gulf of Mexico. Fireproof. Offers utmost in modern, restful surroundings. Rooms in hotel with private tile bath & shower. Superb cuisine. Private beach. Golf. Fishing. Rates: Hotel $30; Club $24; two persons, daily, & up. Amer. Plan. Distinguished clientele. J. Spadaro, Owner-Gen. Mgr. Tel. 4251 or N. Y. Off. 51 E. 42. MU 2-3341.

For a Winter Holiday, Canada

FROM the time the Pilgrims established Plymouth Rock as an American shrine and the first French Colonists roamed the St. Lawrence, people have been increasingly conscious of our vast Northern neighbor.

As winter holidays increase in popularity, Canada's fame as a place to spend them increases, too. A land of contrasts, Canada offers a variety of inviting vacation spots.

Montreal and Quebec are flourishing winter sport centers. Leading out from them, dozens of ski trains and miles of Laurentian highways are ready to transport sports-minded vacationists to the comfortable ski lodges and modern hotels that are found throughout a wide, surrounding area.

Both cities have attractions of their own for the traveler. Montreal has a bevy of famous hotels, is the largest French-speaking city outside of Paris. Walled Quebec, with its steep, crooked streets and massive battlements, has a French flavour not only in its speech, but in its appearance.

Other cities, some that go back to Canada's beginnings and some sprung up during this century, make various bids for the traveler's time. Among them: Halifax, always a garrison city and naval station; Charlottetown, on Prince Edward Island, the cradle of Canada's confederation; Victoria, which is reputed to be as English (if not more) as any British town. These cities, and many others, have a distinctive character, making a visit rewarding and memorable.

Transportation to Canada is now ample and easy. There are fast planes to many Canadian airports; forty thousand miles of transcontinental railway systems, and modern roads, linking the notable cities with the favourite winter resorts. Canada, with its sports, its history, its special flavours, is as close at hand as next door.

Florida

DELRAY BEACH

THE COLONY—Near Palm Beach. Superb cuisine. Surf bathing, golf, tennis, fishing. In Summer, Kennebunkport, Me., Geo. M. Boughton, Pres.

MELBOURNE

TRADE WINDS CLUB

The sort of place you always hope to find but seldom discover. A winter paradise in an incomparable climate. A beautiful Club offering American Plan accommodations to a discriminating clientele—fireproof and beautifully appointed. A vast stretch of glorious beach, sea bathing, swimming pool, fishing, golf, tennis . . . splendid Beach Club.

MIAMI

THE COLUMBUS. In the middle of everything! Miami's finest bayfront hotel—17 floors of luxurious living. Spectacular bay, ocean views. Bklt.

DALLAS PARK HOTEL-APARTMENTS, Fully equipped 1 to 4 rooms, refrig., kitchenettes, steam heat. Heart of Miami. M. A. Whelan, Mgr.

Florida

MIAMI

THE VENETIAN. Closest Miami hotel to ocean beaches. Central to all attractions. C. A. Crawford, Mgr., Biscayne Bay at 15th St.

MIAMI BEACH

THE FLAMINGO HOTEL ON BISCAYNE BAY

The aristocrat of Florida hotels, situated on fifteen private, landscaped acres, near Lincoln Road, but secluded from the "beach". Swimming pool, tennis courts, cabaña club, dock and yacht harbor. Superb food, Cocktail Lounge. Private villas $4000 to $6500 per season—3 to 5 bedrooms, living room, complete hotel service. Monthly rates on request. Macklin Operated.

MIAMI BEACH

THE GOOD. Ocean at 43rd St., Private beach, cabañas. Superior food. Same ownership as Shoremede. Reservations: G. S. Pickard, Mgr.

GET THE VOGUE TRAVELOG habit. Plan your business or pleasure trip around the fine resorts and hotels listed in these pages.

Florida

MIAMI BEACH

MACFADDEN-DEAUVILLE HOTEL

Winter holiday at the Deauville, one of Florida's most complete resort hotels. Air-conditioned guest rooms, Nautical Dining Room, Cocktail Lounges. Private beach, Cabaña Club, world-famous swimming pool, breezy Beach Terrace Restaurant, Health Club, smart shops. Advance reservations advisable. For reasonable rates, details, write Warren C. Freeman, General Manager.

MIAMI BEACH

MARINE TERRACE HOTEL

Located directly on the Ocean Front and 27th Street. A Honeymooners' Paradise. Intimate, Refined, Homelike. An ideal year 'round vacation spot. Large Private Beach. Excellent Cuisine. All rooms with bath and shower. Definite Reservations are necessary. American Plan only.

MIAMI BEACH

THE SEA VIEW. New, 14 floors, ocean front, pool, cabañas. "North Beach"—exclusive Bal Harbour Village. Illustrated color brochure.

THE SHOREMEDE—Oceanfront, "North Beach." Pool, cabañas. New ownership, same as Hotel Good. No change in policies or personnel. Res. advised.

PALM BEACH

THE PALM BEACH AMBASSADOR

New this year. Only apartment hotel on Ocean beach. Also on Lake Worth. Waterfront view from every room. Suites with 1, 2 or 3 bedrooms, foyer, living room, dining alcove, kitchen, bath. Garage. The ultimate in luxury. Travel agents or write John M. Duff, Jr., Mng. Dir., 3400 S. Ocean Blvd., Palm Beach, Fla.

ST. PETERSBURG

THE HUNTINGTON

A Resort Hotel of Merit—in beautiful surroundings, tropical gardens, patios, citrus grove. Broad, sunny verandahs . . . lounges . . . distinctly superior cuisine. Choice residential location close to every activity and interest. Open until May. Mod. Amer. or Eur. plan. You'll like The Huntington and its real Southern hospitality. Pleasing rates. Booklet, Paul B. Barnes, Mgr.

Florida

ST. AUGUSTINE

THE MONSON. Fine small hotel. Good food & service. Low Amer. plan rate to weekly or season guests. Interesting winter community. Golf. Folder.

ST. PETERSBURG

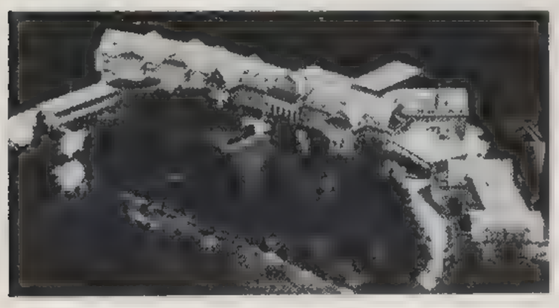
THE VINOY PARK HOTEL. Largest, finest on West Coast. 375 rms. Faces Tampa Bay. Gulf Beach Club. Refs. exch. Sterling B. Bottome, Mgr.-Dir.

SARASOTA

ORANGE BLOSSOM HOTEL. Smartest on Florida's Gulf Coast. Superb location. New lobby, air-cond. dining rm., cocktail lounge. J. B. Rountree, Mgr.

Illinois

HIGHLAND PARK



HOTEL MORAINE

Hotel Moraine on beautiful Lake Michigan offers you a pleasant combination of recreational activities and restful informality. Fourteen acres of picturesque ravine woodland and two hundred and fifty rooms of graceful Georgian architecture. An ideal Sanctum for Honeymooners. European Plan.

Missouri

KANSAS CITY

BELLERIVE HOTEL. K. C.'s Social Rendezvous. Luxurious Rms., Suites. El Casbah Supper Club. Garage. Rec. by Duncan Hines. L. Larrea, Mgr.

New Jersey

ATLANTIC CITY

HOTEL TRAYMORE

"The Boardwalk's Most Delightful Location." American and European plans. Spacious rooms and suites. Fresh and salt water baths. Delicious foods in gracious settings. Nightly concerts. Television. Dancing in the New Submarine Room, Bar and Lounge. Ocean decks. Garage. Kenneth W. Baker, Gen. Mgr., Leonard G. Rundstrom, Res. Mgr. Telephone Atlantic City 4-3021.

ATLANTIC CITY

MARLBOROUGH-BLENHEIM. On the Boardwalk. A famous resort hotel. Distinguished clientele. Sun decks. Enclosed solaria. Sea water baths.

New Mexico

CARLSBAD

LA CAVERNA HOTEL. Avoid winter's worries. Enjoy our sunshine. When in New Mexico stay here—the visitor's hdqrs. for Carlsbad Caverns.

New York

LAKE PLACID

MIRROR LAKE INN & Lakeshore Cottages. Colonial resort. Homelike, restful atmosphere. Skiing, hunting in season. '49 world bobsled competition.

NEW YORK CITY

BARBIZON-PLAZA. Midtown, overlooking Central Pk. 6 Ave.-58 St., near Radio City, theatres, shops. Choice rms. from $3.50 sgl., $6.50 dbl. Bklt. VM.

South Carolina

CHARLESTON

VILLA MARGHERITA. For gracious vacation living in lovely, intriguing old Charleston. Accommodations for 100. Amer. Plan, $10 up. Nov. 15-May 15.

Texas

HARLINGEN

MADISON HOTEL. Luxurious vacation in tropical Rio Grande Valley. Non-mountain route to Mexico City. Sunshine, flowers, dancing, sports. Free Folder.

HUNT

WALDEMAR GUEST RANCH. 11th yr. 85 mi. W. San Antonio. Riding. Everything for fun and relaxation. Fine food. Ltd. 40 Res. Season Jan.-Apr. Bklt.

Bermuda

HAMILTON

THE PRINCESS

Traditionally Bermuda's smartest vacation haven, overlooking Hamilton Harbor, secluded, yet 3 minutes from shopping center. Completely redecorated by Britain's leading firms. All sports, heated salt water pool. Opening Feb. 1. Robert D. Blackman, Gen. Mgr. U.S. Rep.: Wm. P. Wolfe —NYC, Philadelphia, Chicago, Toronto. Also—the Fort Montagu Beach, Nassau.

Canada

QUEBEC, P.Q.

WINTER-WONDERFUL QUÉBEC

In winter-lovely Québec, holiday at the baronial Château Frontenac. The service is unsurpassed . . . the hospitality, heart-warming. Bus service to Lac Beauport and Valcartier ski slopes for guests of the Château Frontenac. Quaint shops . . . historic and religious shrines. Reservations: See your Canadian Pacific Agent, or write the Hotel Manager.

Laurentian Mountains

LAC TREMBLANT, P. Q.

MANOIR PINOTEAU. At the foot of majestic Mont Tremblant, highest peak of the Laurentians. Ski lifts. De luxe accommodations. Bklt. Dept. K.

PIEDMONT, P. Q.

MONT GABRIEL CLUB. Mountain top luxury ski resort. Open slopes and trails. Alpine Lift. 3 new tows. Hans Falkner Ski School.

STE. AGATHE DES MONTS, P. Q.

LAURENTIDE INN. 60 mi. north of Montreal. Numerous open slopes at door. 6 tows. $8 to $11 daily, meals included. Bklt.

Jamaica, B.W.I.

MONTEGO BAY

BEACH VIEW & cottages, directly opposite Doctor's Cave bathing beach. Pvt. balconies all rooms. Cocktail bar. Ellis Edwards, Mgr.

CASA BLANCA. Ocean front, adjoining beach. Balcony suites, cottages. Orchestra, dancing on terrace overhanging sea. Discriminating clientele.

CORAL CLIFF. 21 rooms with baths. Facing sea, close to beach. Moderate rates. Owned, managed by Casa Blanca. Leyson Emen, Mgr.

THE FAIRFIELD HOTEL & COUNTRY CLUB. Unique location, overlooking town & bay. Bathing, tennis, golf, riding, polo, racing.

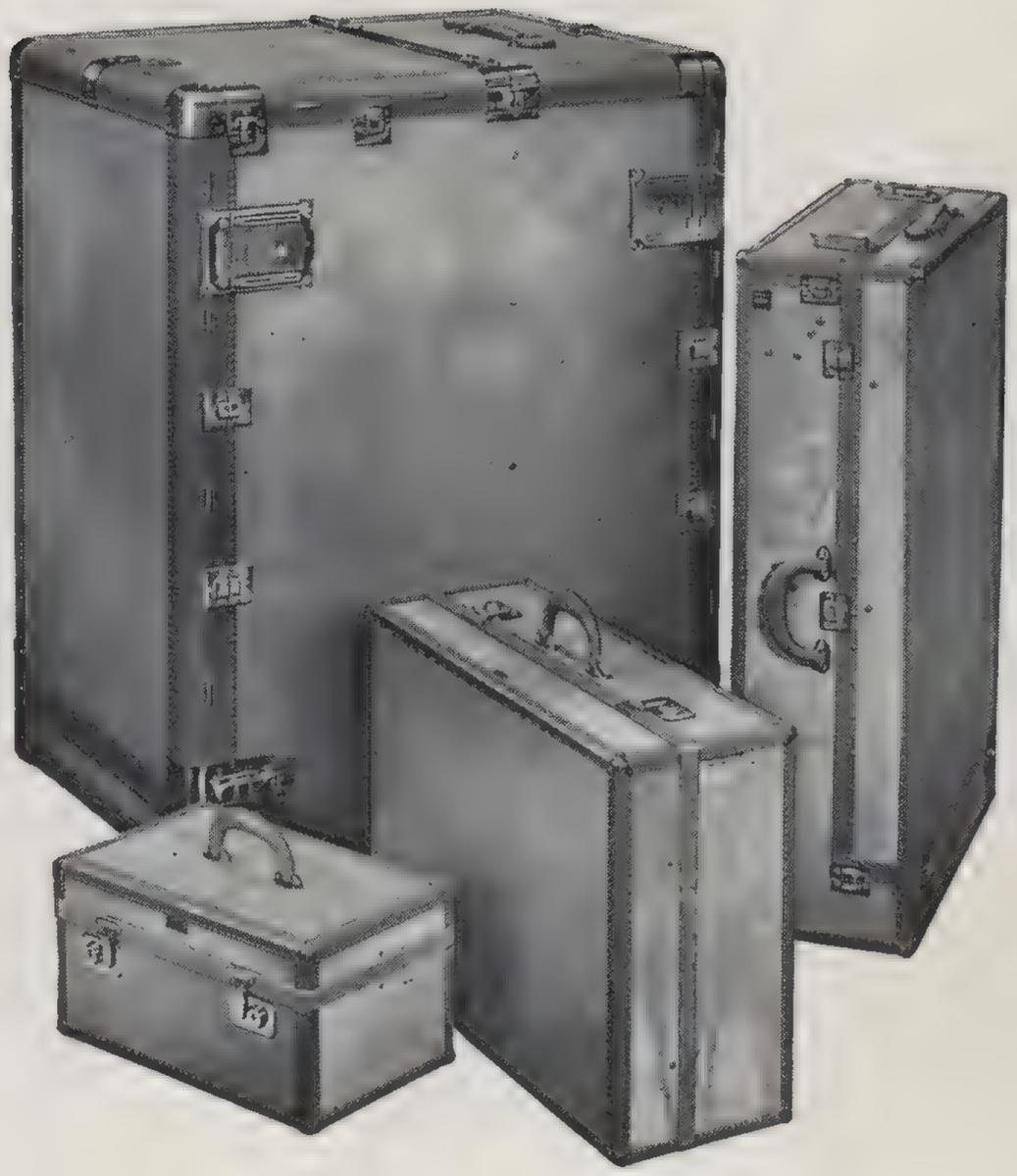
GLOUCESTER HOUSE. Small, select. Opposite Doctor's Cave bathing beach. Comfortable, spacious rooms with baths. Cool verandahs, cocktail lounge.

GOOD HOPE, Falmouth P. O. All-inclusive rate covers everything from beach and horses to cocktails. Fine winter living, amongst fine people.

RICHMOND HILL INN. Old colonial "great house". Detached cottages, delightful location overlooking bay. Free transportation to beach.

TRYALL, Sandy Bay P. O. Charming house & tropical gardens. Pvt. beach, tennis, golf, riding (dude ranch style). Secluded, restful.

THIS YEAR IS THE IDEAL TIME to discover America. Let Vogue's Travelog serve as your directory and insure the success of your trip.



"Vogue" tells winter vacationers

what to take where . . . and

Hartmann

LUGGAGE

is the smartest way to

transport what you take there

For cruises and vacation-land stays . . . Hartmann Luggage . . . keeps transient clothes in perfect order . . . closets them carefully while you're there. Shown: The Turntable Wardrobe Trunk, the Tourobe, the Skymate Mayfair, the Skymate Train Case . . . all in finest rawhide. $85 to $520. Other models from $25.

Prices plus tax.

Hartmann

HARTMANN COMPANY • RACINE, WISCONSIN

Caltex

WATER WARDROBE includes this wonderful strapless Sea Bra Classic. Its Sun Fabric of dainty elasticized Sunflower Jacquard is in lovelier than lovely Sun Shades of Pink, Blue, Yellow, Champagne. Sizes 10-18, $19.95.

Caltex own two-piece strapless Water Fashion borrows Dad's Tie Print for its Sun Fabric. Sun Shades are combined Blue–Green, Gold–Green and Grey–Rust. Sizes 10-16, $16.95.

Write and we'll tell you where...
Caltex of California • Los Angeles 4

Maternity Shop Fashion

Pure silk print by
TOWNBROOKE FABRICS

Designed and modeled by
HELENE SCOTT

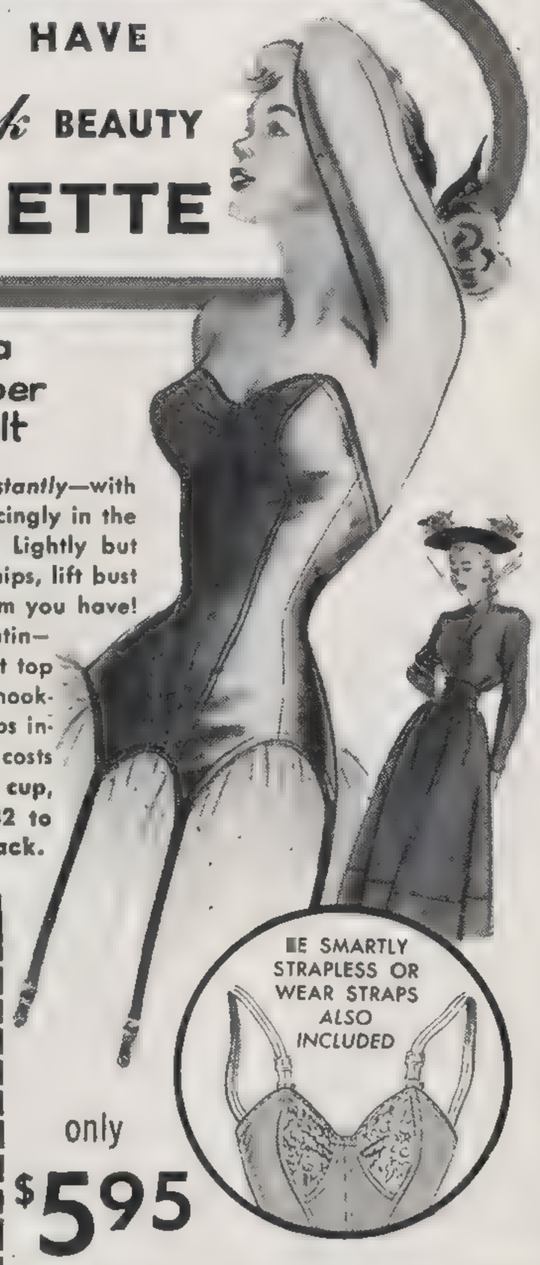
Black with Chinese motifs printed in turquoise and white or butternut and white . . . piped in black satin. Sizes 10 to 18.....**19.95**

Order by mail or phone from your nearest

Lane Bryant

New York Brooklyn Chicago
Detroit Philadelphia
Baltimore St. Louis

Now YOU CAN HAVE
DARING *Newest Look* BEAUTY
WITH ALL-IN-ONE TRIOLETTE



It's All These
1-uplift bra
2-waist nipper
3-garter belt

Put your figure in *style!* Look feminine, curvaceous—*instantly*—with new marvelous TRIOLETTE. Because it rounds you enticingly in the *right* places with never a bulge in the wrong ones! Lightly but cleverly boned—to pull in your waist, give fullness to hips, lift bust to alluring firm contours. No matter *what* shape bosom you have! This one little garment does it all! In luxury rayon satin—with revealing lace inserts at bust, dainty net edging at top and bottom. Comfortable! Lastex insert, adjustable hook-and-eye back fastening, 4 adjustable garters. Bra straps included, adjustable, easy to attach. New TRIOLETTE costs little more than bra alone! A cup, 32 to 36. B cup, (larger) 32 to 38. Blue, white, nude or black.

Have Tiny Waist -Full Bosom FIGURE

SEND ON 10-DAY APPROVAL

WILCO CO., Dept. 634-A 45 E. 17th St., N. Y. C.
Rush your new TRIOLETTE for $5.95. CUP____SIZE____
☐ Send C. O. D. I will pay postage plus handling.
☐ I enclose $5.95. You pay postage plus handling.

1st Color Choice	2nd Color Choice

Name_____
Address_____
City, Zone, State_____
I understand if not delighted with TRIOLETTE I can return in 10 days for full purchase price refund.

only $5.95

• BLACK • BLUE • WHITE • NUDE

Gilbert DESIGNED for

in 'BOTANY' Brand Fabrics

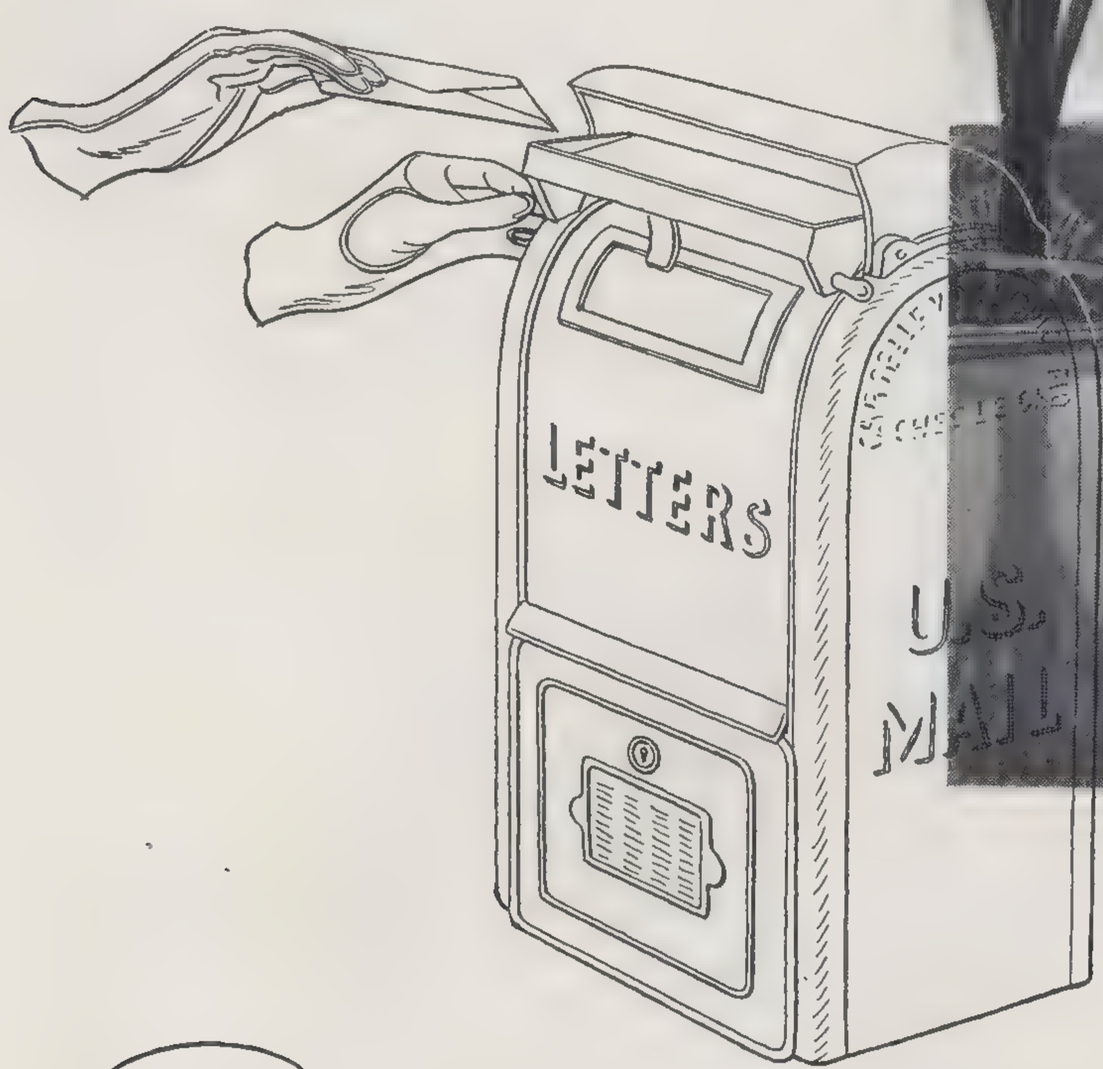
Where to find your Gilbert Original as seen on pages 38 and 39

Aberdeen, S. D. ..... New York Fashion
Aberdeen, Wash. ..... Adoline Thomas' Shop
Abilene, Tex. ..... Lintz Dept. Store
Akron, Ohio ..... M. O'Neil Co.
Albany, N. Y. ..... Cotrell & Leonard
Albany, Ore. ..... McDevitt's
Alton, Ill. ..... The Vogue
Amarillo, Tex. ..... Kline's of Amarillo
Anderson, Ind. ..... Towne Shop
Appleton, Wis. ..... Grace's Apparel
Atlanta, Ga. ..... Davison-Paxon
Augusta, Ga. ..... Davison-Paxon
Aurora, Ill. ..... S. S. Sencenbaugh Co.
Baker, Ore. ..... Robb's Ladies' Shop
Baltimore, Md. ..... Schleisner Co.
Baton Rouge, La. ..... Corinne's
Bay City, Mich. ..... Sams Bros.
Beaumont, Tex. ..... White House Dry Goods Co.
Bend, Ore. ..... Powell's
Birmingham, Ala. ..... Kessler's
Bismarck, N. D. ..... Sarah Gold Shop
Bluefield, W. Va. ..... Bradley's
Boston, Mass. ..... Wm. Filene's Sons Co.
Bryan, Tex. ..... Lester's Smart Shop
Buffalo, N. Y. ..... J. N. Adam & Co.
Butte, Mont. ..... J. Weinberg
Canton, Ohio ..... Stern & Mann Co
Cedar Rapids, Ia. ..... Killian Co.
Champaign, Ill. ..... Robeson's
Charleston, W. Va. ..... Stone & Thomas
Chattanooga, Tenn. ..... Pickett's, Inc.
Chicago, Ill. ..... Chas. A. Stevens & Co.
Chillicothe, Ohio ..... Tudor's
Cincinnati, Ohio ..... Mabley & Carew Co.
Clarksdale, Miss. ..... Powers & Co.
Cleburne, Tex. ..... Lintz Dept. Store
Cleveland, Ohio ..... The Lindner Coy
Columbia, S. C. ..... Davison-Paxon
Columbus, Ohio ..... F. & R. Lazarus & Co.
Corvallis, Ore. ..... The Paris
Dallas, Tex. ..... Neiman-Marcus
Danville, Ill. ..... The Parisian
Davenport, Ia. ..... M. L. Parker
Dayton, Ohio ..... Joe. Thal Co.
Decatur, Ill. ..... Field's
Denver, Colo. ..... Neusteter's
Des Moines, Ia. ..... Wolf's
Detroit, Mich. ..... Himelhoch Bros. & Co.
Dubuque, Ia. ..... Perleth
East St. Louis, Ill. ..... Stanley's
Elgin, Ill. ..... J. Singer
Elizabeth, N. J. ..... R. J. Goerke Co.
El Paso, Tex. ..... The White House
Endicott, N. Y. ..... Lee's
Erie, Pa. ..... Trask, Prescott & Richardson Co.
Evanston, Ill. ..... Bramson's
Evansville, Ind. ..... Kaiser's
Findlay, Ohio ..... Bess Shreve
Flint, Mich. ..... Ferris Bros.
Florence, Ala. ..... The Vogue
Fond du Lac, Wis. ..... Elliott's
Ft. Dodge, Ia. ..... Lilyan's
Ft. Wayne, Ind. ..... Town & Country Shop
Ft. Worth, Tex. ..... W. C. Stripling Co.
Galveston, Tex. ..... Nathan's
Gary, Ind. ..... H. Gordon & Sons
Germantown, Pa. ..... Nance Cosgrove
Grand Forks, N. D. ..... Griffith
Great Falls, Mont. ..... Sullivan's, Inc.
Green Bay, Wis. ..... J. H. Golden & Co.
Greenville, Tex. ..... Cinderella Shop
Guthrie, Okla. ..... Lintz Dept. Store
Harrisburg, Pa. ..... Bowman's
Highland Park, Ill. ..... Peggy Gordon
Hollywood, Cal. ..... Betty Blanc
Huntington, W. Va. ..... Style Shop
Hutchinson, Kans. ..... Wuerth's Dress Shop
Indianapolis, Ind. ..... Wm. H. Block Co.
Jackson, Mich. ..... Elaine Shop
Jackson, Miss. ..... R. E. Kennington Co.
Jackson, Tenn. ..... Frances Shoppe
Jacksonville, Fla. ..... Jean's
Jeannette, Pa. ..... M. A. Gillespie Co.
Kansas City, Mo. ..... Adler's
Kansas City, Mo. ..... Woolf Bros.
Kenosha, Wis. ..... Korf's
Kokomo, Ind. ..... La Mode
Lansing, Mich. ..... Maurice's
Lexington, Ky. ..... John E. Perkins
Lincoln, Nebr. ..... Ben Simon & Sons
Little Rock, Ark. ..... Kempner's
Logansport, Ind. ..... Viola's
Longview, Wash. ..... Myklebust's Dept. Store
Los Angeles, Cal. ..... Bullocks
Los Angeles, Cal. ..... J. J. Haggarty
Louisville, Ky. ..... Stewart Dry Goods Co.
McAlester, Okla. ..... Lucil's Smart Shoppe
McKeesport, Pa. ..... Cox's
Macon, Ga. ..... Davison-Paxon
Madison, Wis. ..... Denniston's
Malta, Mont. ..... Trafton Dorr Co.
Mankato, Minn. ..... La Vogue
Mansfield, Ohio ..... Kay's Shoppe
Marion, Ind. ..... The Vogue
Meadville, Pa. ..... Crawford Store
Medford, Ore. ..... Jacque Lenox
Memphis, Tenn. ..... Levy's Ladies Toggery, Inc.
Miami, Okla. ..... Hardy's
Michigan City, Ind. ..... Agnes Ohming
Milwaukee, Wis. ..... Consolidated Apparel Co.
Milwaukee, Wis. ..... Stuart's
Minneapolis, Minn. ..... John W. Thomas
Mobile, Ala. ..... Raphael's
Moline, Ill. ..... La Rose Shoppe
Murfreesboro, Tenn. ..... Cecil Elrod's
Muskegon, Mich. ..... Alice-Jane Shop
Nashville, Tenn. ..... Rich-Schwartz-Joseph
Norfolk, Va. ..... Ames & Brownley, Inc.
Oak Park, Ill. ..... Bramson's
Oglesby, Ill. ..... Personality Frock Shop
Oklahoma City, Okla. ..... John A. Brown Co.
Oklahoma City, Okla. ..... Kerr's
Omaha, Nebr. ..... Goldstein-Chapman
Ottawa, Ill. ..... Mayme Reardon
Ottumwa, Ia. ..... Wareham-Burns-Rhodes
Paducah, Ky. ..... Watkins
Pendleton, Ore. ..... Sue Stephens
Peoria, Ill. ..... Block & Kuhl
Philadelphia, Pa. ..... Bonwit-Teller
Pine Bluff, Ark. ..... The Fashion
Pittsburgh, Pa. ..... Kaufmann's
Pocatello, Idaho ..... Camille's
Pontiac, Mich. ..... Fritzi Stoddard
Portland, Ore. ..... Charles F. Berg
Pottsville, Pa. ..... Caster's
Provo, Utah ..... Evan Thomas Co.
Richmond, Ind. ..... Harriet's
Richmond, Va. ..... Miller & Rhoads
Saginaw, Mich. ..... Ferris Bros.
St. Joseph, Mich. ..... Dorothy Shop
St. Joseph, Mo. ..... Einbender's
St. Louis, Mo. ..... Thomas W. Garland, Inc.
St. Louis, Mo. ..... Scruggs-Vandervoort-Barney, Inc.
St. Louis Park, Minn. ..... Walbom's
St. Paul, Minn. ..... Emporium of St. Paul
St. Petersburg, Fla. ..... Mari-Rae
Salem, Mass. ..... M. H. Baker
Salina, Kans. ..... Shelton's
Salt Lake City, Utah ..... Z. C. M. I.
San Antonio, Tex. ..... Frost Bros.
San Diego, Cal. ..... Ballard & Brockett
San Francisco, Cal. ..... H. Liebes
San Francisco, Cal. ..... The White House
Savannah, Ga. ..... Fine's
Schenectady, N. Y. ..... Lady Lee-Evelyn Shop
Scottsbluff, Nebr. ..... Cheatum's Style Shoppe
Seattle, Wash. ..... Best's Apparel, Inc.
Shreveport, La. ..... Palais Royal
Sioux City, Ia. ..... T. S. Martin Co.
South Bend, Ind. ..... Frances Shop
Spencer, Ia. ..... Poole's
Spokane, Wash. ..... Eggert's
Streator, Ill. ..... Opdycke's
Syracuse, N. Y. ..... Addis Co.
Tacoma, Wash. ..... Norman's
Talahassee, Fla. ..... The Vogue
Trinidad, Colo. ..... Jamieson House Furn. Co.
Troy, N. Y. ..... W. P. Herbert
Tulsa, Okla. ..... Brown-Dunkin Co.
Twin Falls, Idaho ..... The Vogue
Vincennes, Ind. ..... Gimbel-Bond
Virginia, Minn. ..... Quality Shop
Washington, D. C. ..... Kaplowitz, Inc.
Waterloo, Ia. ..... New York Fashion
Waukegon, Ill. ..... Hein Co.
West Frankfort, Ill. ..... Burg's
W. Hartford, Conn. ..... Town & Country
Wewoka, Okla. ..... Myles, Inc.
Wheeling, W. Va. ..... Stone & Thomas
Wichita, Kans. ..... Thurston's
Wichita Falls, Tex. ..... Elwyn, Inc.
Youngstown, Ohio ..... Strouss-Hirshberg

The Post: "Carrier of news and knowledge Instrument of trade and commerce"

So it was that Dr. Eliot thought of the service the post-office renders with such efficiency and self-effacing routine. Carrier it is of our letters which renew the bonds of friendship and refresh the family ties. Instrument of business, whose daily communications keep the wheels of production and distribution turning to the benefit of us all. Truly, the flow of letters is one of the main streams of our life and the post-office is its channel.

Since the post-office in America was in its infancy, we have been contributing to its commerce by making fine papers for personal and business correspondence. So we continue, employing the same enduring materials—cotton and linen fibres—for none other gives you papers of such quality, durability, and distinction. We invite you to enjoy Crane's Papers for your letters, social needs, and business forms.



Crane's FINE PAPERS

FOR SOCIAL AND BUSINESS CORRESPONDENCE • CURRENCY • SECURITIES
TRACING • CARBON • BIBLE PAPERS

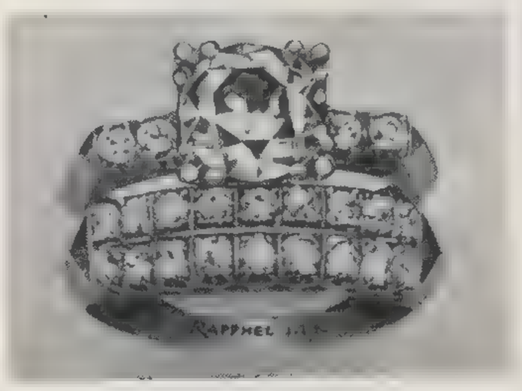
MADE IN DALTON, MASSACHUSETTS, SINCE 1801

zipper hat box

with lock & key too!

Dramatic...designed in the new Vinylite Plastic. Cleans with the whisk of a damp cloth. Gay plaid lining. In Red, Black and Balenciaga.
14" & 16"...**13.75** 18"...**15.**
Subject to 20% Federal tax.
Add 35c for postage.

CROUCH & FITZGERALD
Fine Luggage Since 1839
400 MADISON AVE., COR. 48th ST., N. Y. C



ROMANTIC DUET!

Scintillating two-some in 14kt. white or yellow gold! Engagement and cocktail rings . . . also ideal wedding set. Lower ring boasts 18 fiery-white selected Zircons, the other a giant 2 kt. Zircon, massed with four smaller ones! All complete . . . **$75.00.** Price includes Fed. Tax.

Mail orders? Gladly! Write for catalog V.

GEMS THAT EXCEL — ZIRCONS BY RAPPHEL

RAPPHEL *Jewelers*
47 West 57 St., New York 19, N. Y.

Hand-Tooled in **GUATEMALA!**

• NEW! • STYLISH! • FULL-LENGTH STRAPS!
• INSPIRED DESIGN • FUNCTIONAL BEAUTY

Popular **PALOMINO LEATHER**
WAC Shoulder Bag

Beauty and long service are combined in these genuine selected cowhide bags. An attractive and durable reproduction of the Military WAC Bag. Size 7½x8½ inches. Ideal for casual or sports wear. A wonderful gift.

$8.25 Plus $1.65 Fed. Tax

★ SOLD BY MAIL ONLY - ORDER TODAY! $2.00 DEPOSIT ON C.O.D. ORDERS ★

FREE Write for FREE Color Folder on Many Beautifully Styled Shoulder Bags

BROPAR DISTRIBUTORS
Box 1997, Dept. 136 San Antonio 6, Texas

The Clothes-Horse
64 E. 56th N. Y. 22

In Wilmington, Del.
407 Delaware Ave.

SUN FASHION

. . . with its own crisp bolero! Smooth cotton broadcloth with flashes of white pique for cummerbund, top and jacket. Washable, yes! Navy blue, emerald green or bitters brown. Sizes 10-20. Complete.
$22.95

Add 25c for postage.
Sorry, no c.o.d.'s.

Tweed's
100 W. Park Ave.
Long Beach, N. Y.

presents
"THE GADABOUT"

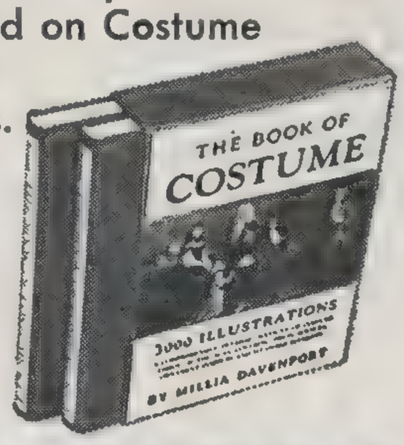
combining black and grey suede; brown and Balenciaga suede.
Special orders on any other color combinations $2 additional.

Cangemi
AUTOGRAPHED EDITIONS

$16.95
plus 25c for handling

3,000 illustrations!

The most complete book ever published on Costume through the ages.



THE BOOK OF COSTUME

By MILLIA DAVENPORT. A monumental work, covering dress design, jewelry, ornament, coiffure, accessories—*all* elements of costume from pagan times to the Industrial Age. 1000 pages, 3000 authentic illustrations, many in color. Size 8" x 11". *2 giant volumes, boxed, $15.00.*

Order from CROWN PUBLISHERS, Dept. 11-C, 419 4th Ave., N.Y. 16. Save postage by remitting now. Refund in 10 days if not completely delighted.

Shop

KIDSKIN SLIPPERS which fit neatly into their own case, then into your suitcase. They come in black, wine, red, or brown; are lined in rayon faille. $5.75 complete. By Swan. At James McCutcheon, 609 5th Ave.

NEW START with a personal record book which has space for a bit of everything between its leather bindings: for scores, investments, appointments, lists of air fares, hotels, postage rates. $5.50. Dartnell Corp., Chicago 40, Ill.

TERRY-GATE

An adjustable baby gate that is not permanently attached but can be moved instantly from one doorway to another. Held tightly in place by rubber-covered clamps that grip doorcasings up to 7".

Has no crisscross slats to pinch little fingers or give toe hold for climbing over. Fits doorways from 26" to 37" wide. Height 25".

Beautiful natural finish **$5.95** ppd.
White, pink or blue **$1.00** more.

TERRY MFG. CO.
1528 Franklin St., Santa Monica 2, Calif.

---

give thrilling enchantment through new and flattering coiffures. Everything in highest quality hair goods. *Booklet.*

SYLVIA 515 MADISON AVE (suite 812) Entrance on 53rd St. • Tel Plaza 8-1389

New! Unique! LEOPARD THONG

Wedge Heel, Platform Sandals

Genuine Crepe Sole
Adjustable Straps

Built in Airlift Arch

Sizes 1 to 12
Narrow
Medium
Wide

Pat. Pend.

Actual Photo

Yes! Yes! ONLY **2.95**

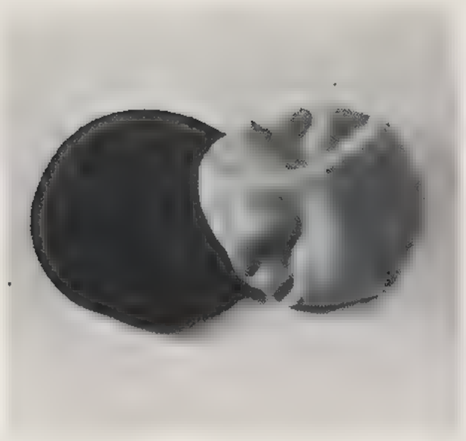
Genuine Leopard Fur-Like Material.
Also in Solid Standard Colors
Money Back Guarantee

ORDER BY MAIL—SAVE!

COLLEEN ENTERPRISES, Haverhill, Mass.
Rush me_____prs. Leopard Thongs @ 2.95
Rush me_____prs. Colored Thongs @ 2.95
SIZE _____WIDTH _____COLOR_____
NAME _____
STREET _____
CITY _____ZONE____STATE _____
☐ Check ☐ Money Order ☐ C.O.D.

Hound

. . . plans ahead

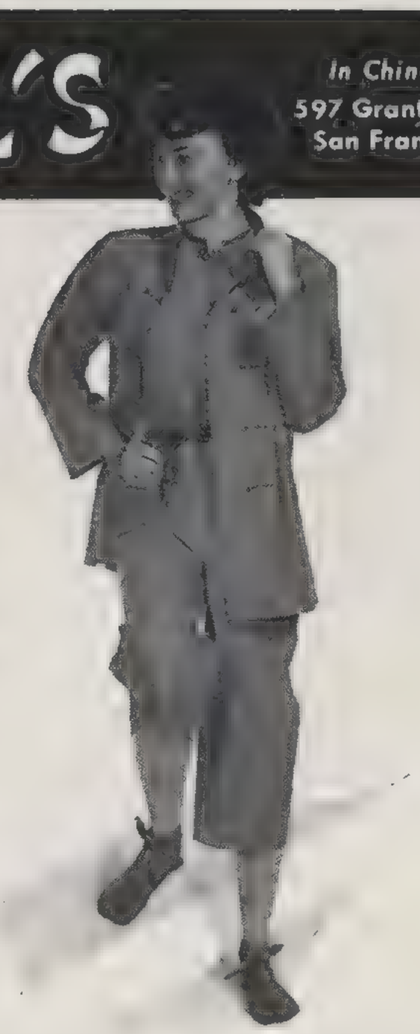


TRAVELLERS' ANSWER to many a hat question. Wool berets, which come in a variety of colours, can be worn in a variety of ways, are excellent in transit and pack with ease. By Anglo-Basque. $3.95. Mary Lewis, 746 5th Ave.

MIEHLMANN

BILLFOLD to take to northern climes. Its news: the fur, brown and white baby calf. Luxe and handmade, the price is $30 tax inc. (wallet not shown, $45). North's Leather Artisans, 333 N. Michigan Ave., Chicago, Illinois.

WA-VEL'S
In Chinatown
597 Grant Avenue
San Francisco 8



Take it easy in
coolie blue chambray
funtime separates,
red-trimmed. *Ours alone.*

Coolie pants, 10-18, $5.95
Mandarin top, cap sleeved, S-M-L, $8.95
Coolie coat, long sleeved, S-M-L, $10.95
Tabi slipper socks, many colors, $1.95
To your order in natural silk
pongee at other prices.

Postpaid. In California
add 2½% sales tax

Miss Hilbrun, Corsetière
formerly of Edith Lances, Saks 5th Ave.
PERSONALLY SUPERVISES ALL FITTINGS
custom made
corsets slip bras
bathing suits brassieres
strapless silhouettes
HILBRUN, INC.
14 W. 58th St. PL 3-6922 N.Y. 19, N.Y.

Cap your Curls
with
NYLON Cosmeticap
*tm reg. U. S. Pat. Of.

Endorsed by Barbizon School of Fashion

Keep your coiffure and makeup under control . . . under Cosmeticap, the unique protector for quick—and unruffled—costume changes.

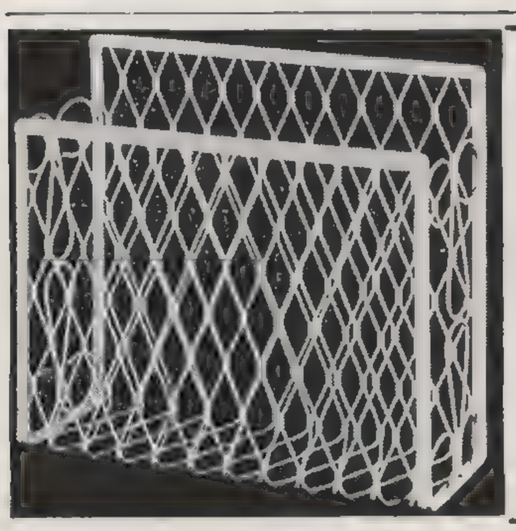
. . . *In tea-rose, washable nylon, marquisette zipper-closed for convenience.* $2.50.

AQUACAP—Shower-going version in crystal-clear vinyl, front zipper closing, curls safely pocketed $1.50

SLUMBERCAP—Keeps curls in their place, yet can't slide while you sleep. Adjustable. . . . Washable tea-rose nylon . . $2.00

Notions Department . . . Street Floor

LORD & TAYLOR
Fifth Avenue • N. Y.



It's a Magazine Rack • It's a Bag Rack
It's the HANDI-RACK
In the living room, bedroom or porch, it keeps magazines and newspapers orderly. Hang it in the kitchen to hold paper bags or pot covers . . . in the bathroom to hold cleansers and soap chips. Wherever you use it, it's decorative.
You're sure to discover other uses for the HANDI-RACK and want several.
Expanded metal and steel wire with baked white enamel finish. 13x15x4 inches. $3.95 postpaid.
No C.O.D.'s Please.
GLADYS LYNN DESIGNS
7707-D Cornell Ave. Chicago 49, Ill.

Nubrest
TRADE MARK
ARTIFICIAL BREASTS—
FOR AFTER SURGERY

INDIVIDUALLY SCULPTURED
or
MADE IN NINE SIZES

- RE-CREATES CONTOUR
- VENTILATED
- SOFT
- WASHABLE

Ideal for Swimming
Defies Detection
Send for ILLUSTRATED GUIDE for TAKING MEASUREMENTS
PAT. 2411388
HELEN PERL
104 WEST 70th ST. • NEW YORK 23, N. Y.

New Life to
SUEDE
COATS • JACKETS
SUEDE TRIMMED APPAREL
CLEANED • REDYED • PROCESSED
HANDBAGS
ALLIGATOR • LEATHER
GLAZED • DYED • RENEWED
REPAIRED • RELINED
ALL LEATHER GLOVES
CLEANED • RENAPPED
TINTED • RESHAPED
$1.00 PER PAIR
DELIVERY SERVICE IN MANHATTAN
TEL. MU 8-2030
Leathercraft Process OF AMERICA INC.
1052 FIRST AVENUE
AT 57TH STREET
NEW YORK 22, N. Y.
Mail Orders Dept. V

Rare Old English Lavender Sachet

Aristocrat of Scents
In Beautiful hand woven Bamboo Basket
By Mail • Postpaid
Only 59c
Two for $1.00

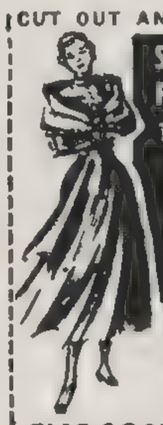
Yes, it's genuine Old English Lavender, free from adulteration, with its natural, long-lasting fragrance.

Nice to delicately perfume the bedroom and powder room, the linens, dress and garment bags, the lingerie and hosiery drawers, the handkerchief box, etc, and to place among the woolens to discourage moths.

Similar baskets filled with Rose Buds, Orange Blossoms or Pine Balsam—same price. Baskets may be refilled.

EDWARD GEORGE COMPANY
Boardwalk Nat'l Arcade Bldg., Atlantic City, N. J.

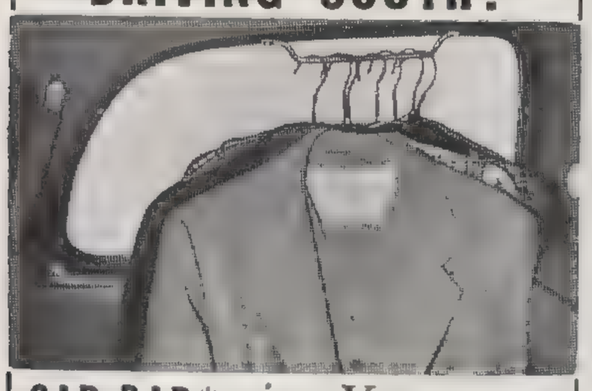
CUT OUT AND BUY DIRECT VIA MAIL
SEND PENNY POSTAL TODAY FOR Free Booklet V
TALL GALS SIZES
8½ 9 9½ 10 10½ 11 11½ 12



Guaranteed by Good Housekeeping

SYOSSET.. *it's new*
LITTLE GIRL CHARM IN THE NEW MANNER. A STYLE LEADER IN BLACK, BLUE OR RUSSET CALF.
$22.95 Sizes 8½ to 12, add $1
SHOECRAFT nationally famed Fifth Avenue shoes are chosen by style-and-quality minded 'Tall Gals'. Perfect fit means better wear. A trial convinces. Get your copy of our FREE BOOKLET V TODAY Smart styles! All sizes! Any pair sent on a 10 day money-back guarantee if unworn. Prompt REFUNDS. When ordering send check or money-order Charge accounts invited. SHOECRAFT shoes are sold direct ONLY
TALL GALS STOCKINGS $1.95 pr. Extra, Extra Long (35-38 inches) All Nylon. . . . Sizes 10½ to 12. Newest colors: Off-black, Taupe, Toast, Suntan, Navy and White.
SHOECRAFT
603 FIFTH AVE. • NEW YORK 17
FITTING THE NARROW HEEL
All sizes 2½ to 12 • AAAAA to C

DRIVING SOUTH?



CAR-BAR* *gives You WRINKLE-FREE* Travel

• Look better, feel better at your destination with a dozen garments hanging *wrinkle-free* on CAR-BAR. Easy to install. Unscrew and replace only 2 screws in door or window frame.

CAR-BAR does not interfere with door or window operation. No rear-view obstruction. Safety engineered. No hooks. No sharp ends or edges. Adjustable 9½" to 14½" to fit any car. Streamlined. Chrome finished. Attractive enough to leave attached permanently.

Sent postpaid. No CODs. **$1.50** *Double capacity with two.*

*Patent applied for

E. D. CLINGMAN

251-V Houseman Bldg., Grand Rapids 2, Mich.

Screws included for cars without screwed in mouldings.

Two in One

BOLERO DRESS

So important in the Spring wardrobe.

The Empire feeling in a two-piece polka dot crêpe dress with a reversible Bolero in navy rayon tissue faille lined with the dot. The cap sleeve dress with navy tissue faille midriff.

Navy only

Sizes 8 to 16

$29.95

Sorry—No C.O.D.'s Postage prepaid

LEONARD JACOBS

110 W. 40th St. N. Y. 18, N. Y.

REDUCE-KEEP SLIM AT HOME WITH Roll-a-Ray PENETRATING HEAT MASSAGE

TAKE POUNDS OFF—KEEP SLIM and TRIM

Take pounds off—keep slim and trim—with Roll-A-Ray! Remarkable new invention provides two of nature's most commonly used aids—Heat and Massage. Simple to use—just plug in and roll. Aids in softening and breaking down fatty tissues. Also used as an aid in the palliative relief of pains for which heat and massage are indicated. Made of lightweight plastic with two rows of rubber massage rollers and an infrared beam. 110 volts, AC-DC.

SEND NO MONEY

Just mail coupon for 10 days' trial. If not delighted return Roll-A-Ray within 10 days for full purchase price refund. Mail coupon at once!

WOOSTER HOUSE, Dept. RR82
179 Wooster St., New York 12, N. Y.

Please send me a Roll-A-Ray for 10-day trial. Upon arrival I will pay postman only $9.95 plus postage and handling. If not delighted, I may return Roll-A-Ray within 10 days for prompt refund of full purchase price.

Name .....

Address .....

City ..... Zone..... State.....

☐ SAVE POSTAGE! Check here if you enclose $9.95 with coupon. We pay all postage and handling charges. Same money-back guarantee.

Custom Cut...

SAKS FIFTH AVENUE
New York

your SHOES made longer wider or re-styled by

NELSONIZING

Your shoes made longer or wider *permanently—and not by stretching* by a 69 year old factory. Shoes remade, repaired, re-styled, dyed, refitted, etc. by famous Nelsonizing methods.

Write for Free Booklet VG

SPECIAL HANDBAG DEP'T! Handbags re-made, re-styled, re-glazed like new.

B. Nelson Co.

EST. 1879 • WE MAIL EVERYWHERE

Main Office

10 E. 39 St., N.Y. 16 • MUrray Hill 9-4466

WHITE PLAINS • HARTFORD • JAMAICA

BROOKLYN • NEWARK • NEW YORK

Shop Hound

. . . plans ahead

WARMTH FOR A MOPPET. A hand-knit sweater of Wonderized yarn which doesn't mat, washes with ease. Made to order in the colours you choose, with small flowers embroidered by hand. From L. Brogan, 30 East 54th St., N. Y.

WOOL FOR WARMTH, for driving or riding, Llamapac gloves with a pigskin palm. In natural. $5.50; Peck & Peck, 581 Fifth Avenue. Brushed wool gloves, $2. Saks Fifth Avenue. Both, Wear-Right gloves made in America.

MIEHLMANN

IF YOU live in the country far from store lanes, or like to save time by shopping, in part, by mail, you may welcome a convenience which helps to keep your records in order, makes ordering just one step simpler. Called Senfrit, it consists of two types of printed forms. One, an envelope which comes completely stamped with your name and address, has blanks for all information needed and room for detailed instructions. $3 per hundred. The other, a small order pad, also stamped with name and address. $3 for 4 pads (200 sheets). Senfrit, 192 N. Ashland Ave., Lexington, Kentucky.

AT LAST!

AN AUTOMATIC NEEDLE THREADER

Can *you* thread a needle with your eyes closed? Yes—*anyone* can—with the amazing Thread-a-matic. It is simple to work and threads a needle in a jiffy. Merely insert needle, press button, place thread in slot, release button, presto! the job's done. Pull thread to desired length, cut with scissors lever. Mechanism precision made of steel, encased in plastic. Gift Boxed.

Postpaid **$2.95** *each*

Send for our new catalogue of truly smart gifts

The *Del Hagens* of *Westchester*

Larchmont *Dept. V* New York

***NEW* TELEPHONE SECRETARY**

Tel-Sec keeps pad and pencil at your finger tips—in handy, rigid, pull-out drawer. Ideal for home, office, shop, store. All metal. Non-breakable. (Not plastic.) Beautiful enamel finish matches phone. Installed instantly—simply snap into place. No more hunting for paper or pencil—or writing on wall—uses ordinary pad and pencil. This is the *original, all-metal* Tel-Sec, with over 100,000 enthusiastic users. Order yours today!

COMPLETE SATISFACTION OR MONEY BACK

An Ideal GIFT ONLY $2.65 POSTPAID • Keeps Pad and Pencil Handy • Fits Your Phone or Money Back

5x7½ oblong, $2.65; 5x6 oval and 5½ round, $2.95; 5½x9, $3.95. Extra refill pads, 20 for $1.00. No C.O.D.'s.

LANKO INDUSTRIES SALES DIVISION

(Exclusive Nat'l Distributor)

6774 Taft Dept. V-1 Detroit 8, Mich.

Imagine . . . three pairs of stockings
so sheer and fine they'll slip through
your ring! Exquisitely clear . . .
amazingly strong and wearable . . . made by
the originators of sheer stockings
for you who love the best!

McCallum and PROPPER

you just know she wears them . . .

ALL CARON PERFUMES AND BEAUTY PREPARATIONS ARE 100% IMPORTED FROM FRANCE

© Caron, 1948

THERE ARE THREE VOGUES
AMERICAN, BRITISH, FRENCH

EDNA WOOLMAN CHASE
EDITOR-IN-CHIEF

AMERICAN VOGUE

EDITOR: JESSICA DAVES
ART DIRECTOR: *Alexander Liberman*
ART EDITOR: *Priscilla Peck*
FASHION EDITOR: *Bettina Ballard*
Associates:
Muriel Maxwell
Eleanor Montgomery
Constance Bradlee Thayer
Babs Simpson
Virginia Thaw
Catherine Murray McManus
Jane Hutchinson
Jane Kift
Nona Howard
Francesca Kilpatrick
Mary Hill (Shop Hound)
Elizabeth Gibbons Hanson (West Coast)
Kathleen Aston Casey (Midwest)
Despina Messinesi (Paris)
Madeleine Darling (leave of absence)
FEATURE EDITOR: *Allene Talmey*
Associates:
Mary Jean Kempner
Rosamond Riley (Paris)
EXECUTIVE EDITOR: *Mildred Morton*
CONTRIBUTING EDITORS: *Millicent Fenwick*
Evelyn Clark Emmet
HOSTESS EDITOR: *Alison Bisgood*
BEAUTY EDITOR: *Evelyn Green Haynes*
Associate: *Mary Haas*
SOCIETY EDITOR: *Margaret Case*
MERCHANDISING: *Angeline Dougherty*
COPY EDITOR: *Lois Bohlig*
STAFF WRITERS: *Carol Phillips* • *Mab Wilson*
Kate Rand (Prix de Paris, in Paris)
COPY EXECUTIVE: *Jeanne Ballot*
ADVERTISING MANAGER: *C. B. Van Tassel*
EDITORIAL AND ADVERTISING OFFICES:
420 Lexington Ave.
New York 17, N. Y.
Telephone—LExington 2-7500

BRITISH VOGUE:
37 Golden Square, London W. 1.
EDITOR: *Audrey Withers*
MANAGING DIRECTOR: *Harry W. Yoxall*

FRENCH VOGUE:
4 Place du Palais Bourbon, Paris 7
EDITOR: *Michel de Brunhoff*

VOGUE IS PUBLISHED BY
THE CONDÉ NAST PUBLICATIONS INC.
PRESIDENT: *I. S. V.-Patcévitch*
VICE PRES. & ADV. DIR.: *Frank F. Soule*
VICE PRES. & COMPTROLLER: *Benjamin Bogin*
TREASURER: *William E. Beckerle*
SECRETARY: *Mary E. Campbell*
BUSINESS MGR.: *Perry L. Ruston*

COPYRIGHT 1948, THE CONDÉ NAST PUBLICATIONS INC. THE ENTIRE CONTENTS OF VOGUE INCORPORATING VANITY FAIR—TEXT AND ILLUSTRATIONS—ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND COUNTRIES SIGNATORY TO THE BERN CONVENTION AND THE PAN AMERICAN CONVENTION. ALL RIGHTS RESERVED. TITLE VOGUE INCORPORATING VANITY FAIR REGISTERED IN U. S. PATENT OFFICE. VOGUE IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY, AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC. (ALSO PUBLISHERS OF BRITISH VOGUE, FRENCH VOGUE, HOUSE & GARDEN, GLAMOUR, VOGUE PATTERN BOOK.) EDITORIAL AND ADVERTISING OFFICES, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN. SUBSCRIPTIONS $7.50 A YEAR, $12 FOR TWO YEARS, PAYABLE IN ADVANCE. TO POINTS OUTSIDE CANADA, U. S. A., AND POSSESSIONS, $15 PER YEAR. SINGLE COPIES FIFTY CENTS IN U. S. AND CANADA. $1 ALL OTHER COUNTRIES. FOUR WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. IN ORDERING A CHANGE, WRITE TO VOGUE, GREENWICH, CONN.; GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST WRAPPER.

VOGUE

incorporating Vanity Fair

Vogue incorporating Vanity Fair is published semi-monthly except for the months of January, June, July, and December, when it is published monthly. This will be the only issue in January.

JANUARY 1949, CONTENTS

New Fashions: New Materials

1949ers: the cloths, the costumes, the colours 98–107
1949—Spot-news fashion: Dior's New York ready-to-wear . . 118–121
1949—Straws in the wind—new directions by Traina-Norell . 122–123
Young married beauties:
Mrs. William Blair Meyer; Mrs. Eric Dunn 126–127
Hats take a sidelong look 128–129
1949ers: the world, next door 130–131
Ski points 136–137
1949ers' luggage 138–139
Stop-short jackets; new suit theme 140–141
Wardrobe schemes, 1949 143
For a woman en route 144–145
Young plan—a four-dress wardrobe 146–147
City-to-city planning 148–149
1949ers: South-going, summer-coming fashions 150–157
More than meets the eye—fabric news in finishes, weaves . . 158
Vogue Designs for Dressmaking 142

People and Ideas

Vogue's eye view of the 1949ers 97
Picasso ceramic 108
Ideas to watch in politics. By Arthur Schlesinger, junior . . . 109
Ideas to watch in music. By Virgil Thomson 110
Ideas to watch in medicine. By Paula Philips 111
Ideas to watch in books. By Diana Trilling 112
Ideas to watch in television and radio. By Val Gielgud 112
"Anne of the Thousand Days"—
Joyce Redman; Rex Harrison 113
Theatre fun: Bobby Clark, Cyril Ritchard, Isabel Jeans . . . 114–115
Six of the most amusing people in the theatre:
Virginia Field, Audrey Christie, Phyllis Povah,
Shirley Booth, Sam Wanamaker, Madeleine Carroll . . 116–117
Internationals: Linda Christian; Princess Ahmed Fakhry . . 124–125
Winter holiday: new pattern—where to go; what to wear . . . 132–135

Special Departments

Vogue's School and Camp Directory 81–85
Shop Hound 90–92

BLUMENFELD

COVER: Pale hat; pale coat (see more of it, page 138). Tailored by Brittany in Stroock's cashmere-and-wool, about $165; lilac-pink Knox cloche, $17; both, Peck & Peck; A. Harris. Coat at I. Magnin. Alexette gloves, $6; Hadley cashmere scarf; Peck & Peck. Jewels by Verdura. The make-up, "Crimson Lilac," by Elizabeth Arden.

your calendar says January

but your destination is June

L'AIGLON weaves a charming story about fairy tale people all over your pretty print dress . . . and *you* turn out the heroine! All because of the charm of the tabbed square neck, the pearly buttons and the inverted pleat flanked by a soft pleat on either side. Rayon crepe in saddle brown, slate blue, green and wine. Sizes 10 to 20. $17.95. For the name of nearest L'Aiglon store in your city, write L'Aiglon Apparel, Inc., 1350 Broadway, New York 18, N. Y.

FOR THE "SUPER-BOYS"

ELECTED

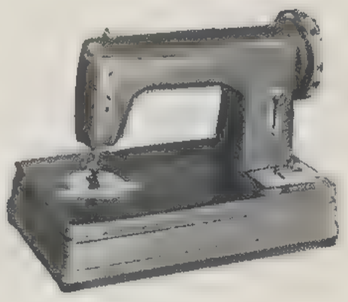
VOGUE'S

eye view of the 1949*ers*

STAND-IN FOR THE ROYAL BABY

BULWARK AGAINST FAMINE

NEW VOICE



SEWING ROBOT

"NO RELICT, SHE"

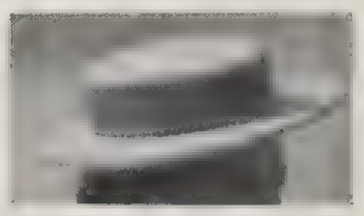
UP-AND-COMING HERE FRENCH STAR

Who will they be? What will they be, the 1949ers, the memorable ones who mark a year with their monograms? A few are easy to name. President Harry S. Truman, the first man to head a party for its fifth term in office.... The jet-propelled aircraft, for three years a miracle in the newsreels, now a '49 fact.... The royal baby of Britain, son of Princess Elizabeth and Prince Philip, who will be named and photographed in 1949.... The fresh film star, Micheline Presle, whose extraordinary face and talent are a major part of the force of the French movie, *Le Diable au Corps*.... Margaret Chase Smith, Republican Senator-elect, the first woman in the Senate to arrive completely on her own record.... The new Monroe sewing machine—no bobbin, no shuttle, no eye in the needle—to do everything that you can, only better. (Its extracurricular accomplishments include sewing with two colours, assorted stitches.) ... Ebe Stignani, the great mezzo-soprano, whose fame in this country will surely be marked 1949.... Malekized rice, processed in the hull, which increases the vitamin content, is economical enough to help solve the vitamin problem in the Orient, makes long-term storage against famine more practical.... The enlarging of Mrs. Franklin D. Roosevelt's activities in her daytime radio program with her daughter Anna; a program in which discussion is serious, above the "yum-yum cookies" level of most daytime commentating.... Kathrine Jones, whose novel, *Miss Gifford's*, deals with a Boston that is not Back Bay in a prose that has a poet's simplicity and condensation, a New England whip of laconic wit.... Ultrafax, a television system which can transmit a million words a minute—in 1949 it may be adapted to some public use, either military or civilian. ... Emile Allais, who in 1949 will bring his own high-speed system of skiing to this country, to Sun Valley.... 1949er, the Sailor Hat of the Year.

OPINIONS AND HEART

NEW WORD ON BOSTON

MASS SPEED TRANSMISSION



SAILOR'S RETURN

FAST MAN

New lengths, right: *the glowing one is a Miron worsted gabardine; the monochrome matelassé, Mallinson's, in Du Pont nylon; the print, a Bianchini silk Lorganza; the grey, Bates picolay, cotton in a piqué pattern.*

1949 ers:

THE CLOTHS/THE COSTUMES

It's a great year for blonds—blond shoes, flaxen colours. It's the best year, to date, for above-navy blues. It's a new year for dark cottons. A new year for prints—huge bouquets tossed across chiffon, for the first time in years; tiny field flowers sprinkled carefully on voile; checks graph-papered against wool; burning reds, persimmon, clay, with curling prints etched in black against them. It's a year, above all, for being intelligent about fabrics. Everywhere we look, cloth works a magic on fashion.

It may be a gabardine grown tweedy. A cotton turned moiré. A wool for a coat-dress that rustles as silkily as a ball dress. It may be a straight linen dress you can sit in all day long, and not sit out. A woollen suiting that can be shirred as softly as chiffon. A newly silky serge. It may be a length of cotton worth the art of a great couturier. A pure silk that stands up to mass production, and materializes in the dress you buy for $29.95. It may be a taffeta made entirely of nylon, wrought with a matelassé weave, made into the slate-grey afternoon dress you wear for years, and wash, and need not press after washing.

Examine textures and you touch the news. *Matelassé* is the big word: its lovely, raised design has reached silk, nylon, cotton. There is a *damask weave* for woollens: a woven-in dot. A *damask weave* in monochrome cottons. There is the cotton-shirting weave, *dobby:* a brocaded-seeming diamond pattern. There is a new texture in thin voiles and chiffons: a permanent starchiness. A new topography in woollens: cordings, nubs, stripes of wool with narrow rayon valleys. (See textures, page 158.) Beginning here, beginning the year, ten fabric-minded pages. Furniture and bibelots, James Amster, Amster Yard. *Opposite.* News is woven into grège worsted—a nubby, darker dot. Close suit by Molly, in Miron fabric, $90. Saks Fifth Ave.; Woodward & Lothrop; Frost Bros. Jewels, page 98 to 105, from Seaman Schepps.

HORST

Above. Sectional dress: a quick, small jacket with gold-plated hooks; pleated skirt with high cummerbund. The colour, notably, taupe. By Claire McCardell in Stonecutter corded cotton-and-rayon; Kover-Zip closing, $50; straw hat by Brewster, $10. Lord & Taylor. Phelps bag. Calf shoes, $25; Saks Fifth. *Right.* Chamois-coloured reefer, wool suède cloth; princesse dress, peach sheer wool. By Vera Maxwell in Milliken wools. Coat, $100; dress, $40; at Altman. Hat, Hattie Carnegie. Gloves, this page, Dawnelle.

1949ers: THE COSTUMES/THE COLOURS

Left. *Spring classic, never better; navy blue with whets of white. Suit by Adler & Adler in Forstmann wool, bird's-eye piqué. $110, at Henri Bendel; Hutzler's.*

Right. Two-part late-day dress of sheer cotton broadcloth, tucked. By Ceil Chapman, in Lonsdale cotton, with Conmar zipper. $90; Saks Fifth; Harzfeld's; Neiman-Marcus. Kislav gloves, $12; Best's. Tabarin sandal-foot nylons. $2; Saks Fifth. Capezio sandals, $14, Bonwit Teller.

HORST

Cotton-in-the-dark, one of the new woven-in plaids with plenty of character. This, a Dan River cotton. Next plaid, a gingham-y one, clean as a whistle in its clear middle-blue and white. An iridescent cotton, by Bates. Last, the new Bur-Mil chiffon of rayon and Du Pont nylon.

Three more fabrics, three more colours that will work a magic upon 1949 fashions. First, *a light, shapeable worsted, cording-crossed; made by Stroock in the new colour-force—hot orange.* Second, *and again, picolay, a Bates cotton permanently raised*

Above. Checks, pin-checks, outstanding pattern of the season, for a coat-dress by Sheila Lynn. (The worsted wool, by Botany.) About $40. Best's; I. Magnin. Sunny hat, Lilly Daché. *Above, left.* Straight and new and with real design, a resort-and-summer dress of Bates picolay (see above). By B. H. Wragge, $35. The Glentex scarf, $3. Both Bonwit Teller. *Below, left.* The little-jacket suit in the mossy, mauve depth of Merrimack cotton corduroy. Judy 'n Jill suit, $35. Lord & Taylor. John Frederics cloche. *All gloves by Wear-Right.*

to look like piqué; now in eyeshadow grey. Third, *an experiment, a hope for the future, a thin, thin wool jersey wrought with a matelassé weave; a new project by Wyner.*

1949 ers: THE COSTUMES/THE CLOTHS

HORST

Above. The ubiquitous little jacket, a shorter, rangier version of the box jacket—newest as part of a two-colour suit, as here in Pacific's bright navy, spring red wools. Harry Frechtel suit, about $100. I. Magnin; Carson Pirie Scott. Bag by Goldsmith, $11 plus tax; jersey beret, by Suzy, U.S.A., $6. All, Rosette Pennington. *Left.* Chiffon as a garden—no more romantic dress exists. (The whole chiffon field has been brought to life again.) Bianchini's silk Lorganza; strapless dress with sleeves you draw on, by Ben Gam. From Henri Bendel; Carson Pirie Scott.

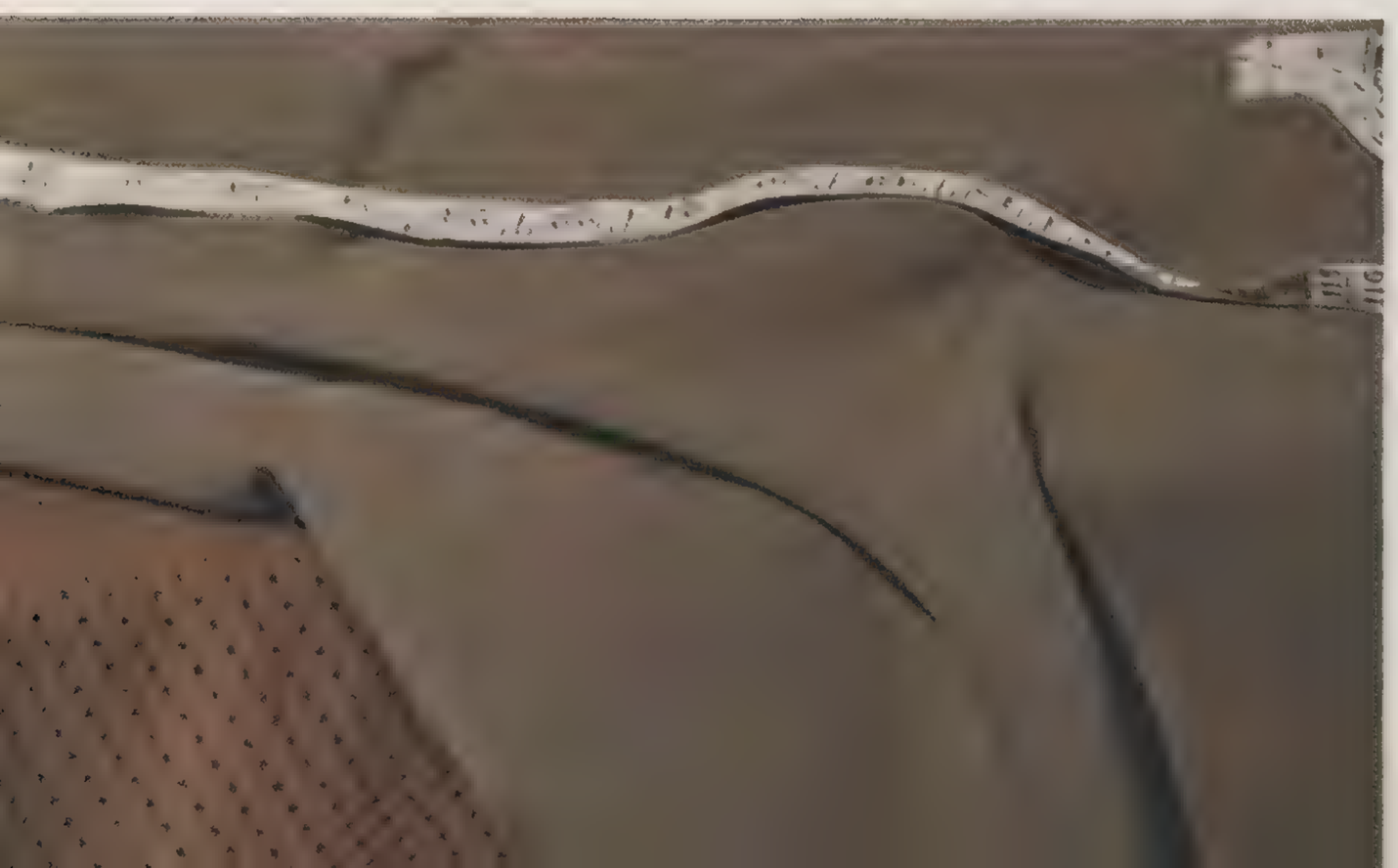
Malleable tweed, in that quick and friendly colour, persimmon. Shown, *left*, in a free-flowing loose coat, soft-shouldered, closed with a gilt necklace. By Harry Williams Ltd.; Juilliard wool (*below* as yard goods). $100. Bergdorf Goodman; The Dayton Co. Hansen gloves.

1949 ers:
THE WOOLS/THE COSTUMES

Three new woollens, three new textures, in three thoroughly established spring shades. Left, below: *Juilliard's lightly nubbed persimmon tweed, a not-this, not-that kind of orange. You see it brought to life in the coat,* above, left. Right: *A new suiting by Forstmann, a diagonal weave, sleek-falling wool, in that now four-season colour—taupe.* Under: *Worsted jersey, one of the justified favourites of this season, by Wyner; in brick brown, briskly dotted with black.*

HORST

Left: Flame-coloured fleece brief coat (warm friend to almost everything you own), adaptable collar, at-ease shoulders. By Lo Balbo, of Stroock wool. $85; Bergdorf Goodman; The Blum Store. Beige bag, by Lesco. $19 plus tax; Bergdorf Goodman. Calf spectator pump; Hill and Dale. All gloves: Meyers Make. *Above:* Shirtwaist dress for afternoon, of Bur-Mil rayon crêpe. By Kane-Weill. $40. Best's. Brewster hat, $12. Altman. *Below:* Two-piece dress, two plays of beige in Verney's Jacquard faille of Avisco rayon, $30; from Lord & Taylor.



COTTON NEWS: the darkling colour (one of the new beach reds); the woven-in pattern (here, dots and stripes); the kilt-culotte of the two-piece bathing suit. Suit, by Carolyn Schnurer in Dan River cotton, $23; big hat of natural straw, $1.50. Both at Peck & Peck.

1949 ers: THE COTTONS/THE COLOURS

Opposite page

COTTON NEWS: this year, the most beautiful, most original cottons ever produced in this country; and quantities of imported beauties. Five shown here. Top: blue Swiss organdie, the ***dots woven-in****; from Roberson. Left: Paisley print, by Everfast. Centre: black Victorian wallpaper design printed on blue; by Ameritex. Far right: pale monochrome cotton, here wrong-side-out to show the weave. Below: the same, black-patterned. Both by Hope Skillman.*

Ideas to watch in 1949

possibilities in medicine... changes in music...
progress in television... new approaches in writing...
prophecy for politics... by five specialists

Picasso plate

Opposite: The Picasso experiments in pottery, one of the important art developments, will undoubtedly influence artists in 1949. This plate (12¾" by 15⅛") is one of six or seven hundred pieces of Picasso pottery, made in a remarkable variety of styles. In Paris, Albert Skira, the important publisher of art books, has just celebrated the twentieth anniversary of his publishing business by issuing a book of these Picasso ceramics, with thirty colour plates of which this is one. The text is by Georges and Suzanne Ramié, the potters of the village of Vallauris in Provence, where Picasso worked. They said: "The means employed are not the most orthodox. An apprentice who worked like that would never find a job."

Ideas to watch in politics

BY ARTHUR SCHLESINGER, JUNIOR

The massive new idea in world politics since the war has been the development of the conception of the non-Communist left. In spite of individual socialists and democrats who had been denouncing the Soviet dictatorship since 1917, a general tendency had grown up, on the left as well as on the right, to believe that liberalism or democratic socialism had something in common with totalitarian Communism; that they all were on the same side in the same fight. This may have been true so long as fascism was the great threat. But, with the end of the war in Europe, it became increasingly clear that the next struggle for the minds and souls of the people of Europe would come, not between right and left, but between the libertarian left and totalitarianism—between democratic socialist parties of the British variety, and the Communists.

Some of the Americans who saw this issue most clearly, among them Averell Harriman and Charles E. ("Chip") Bohlen of the State Department, were in a position to influence United States policy. As a consequence, our foreign policy, culminating in the Marshall Plan, has tried to strengthen the moderate democratic forces in Europe. The Europeans have developed a name for these middle groups—"the third force." The election of President Truman showed the world that the American people, too, were profoundly committed to the middle way: that in the United States the third force is still the first force.

In the meantime, some of the ideas which had promised most in international politics in the last few years are having to be put away in cold storage for a more smiling world.

The road to peace is long, dull, and painful, and there is no short cut. 1949 will produce no magic to exorcise all international tensions and heal the wounds of the world. Peace in Europe depends on the rebuilding of the foundations of peace—on the slow restoration of *(Continued, next page)*

political and economic health. No agreement with the USSR in advance of full political and economic recovery is likely to deter the Communists from taking what advantage they can of economic insecurity. Only when western Europe is strengthened politically, economically, and militarily to the point where it becomes manifestly immune to Russian penetration will the USSR call off its dogs; and only then will peace be possible. It is a long, dull, and painful road, but there is no other, and at the end lies a new chance for civilization. We can not achieve peace by new ideas—only by unfaltering loyalty to the old ones of freedom, democracy, and moderation.

The newest, hottest idea in American politics, after the smoke and surprise of November 2 had cleared away, turned out to be one that had been around for some time. Before November 2, the phrase "New Deal" was an epithet, and a stale and weary epithet at that. Since the election, everybody is ready to acknowledge that the 1948 version of the New Deal is what the majority of the country voted for. As Walter Lippmann put it, the election of 1948 was the most remarkable of Franklin D. Roosevelt's political triumphs.

And if Mr. R.'s ideas are to be the central idea in our domestic politics again, we are entitled to ask: Will this be just the old New Deal, with a new paint job and a new driver? or will this be a post-war model—the latest, streamlined production of social engineering? "New times demand new measures and new men," James Russell Lowell used to say; and it seems likely that the problems of 1950 will not be easily solved by the methods of 1935. Indeed, many policies which appeared extreme and audacious when proposed by Franklin D. Roosevelt are old hat today. The Democratic party of 1948 had to commit itself to measures far beyond the old New Deal. Harry Truman, in running for president, gave the most radical speeches ever delivered by a major candidate and he scored the most stunning upset in American political history.

The more realistic commentators have not deceived themselves about the meaning of Mr. Truman's triumph. In my opinion people did not vote for him because they liked his homespun Missouri ways and regarded Governor Dewey as a city slicker. I believe they voted for him because his program was to the left of Governor Dewey's program: this was the whole pattern of the election. The one state, for example, which Dewey carried on the Pacific coast was Oregon—where Senator Wayne Morse had made Republicanism stand for militant progressivism. Where Dewey was to the left of the Republican senatorial candidates, as in Illinois and Minnesota, he ran ahead of them; where they were considered to be to his left, as in Massachusetts and Kentucky, he ran behind them. Similarly, Truman, as in Illinois and Minnesota, tended to run behind the ardent New Dealers on his own ticket. "Harry S. Truman, the individual candidate," Joseph and Stewart Alsop have written, "had demonstrably less appeal for the voters than the Democratic party whose principles he expounded."

The Truman New Deal, of course, will take its start from the point where the Roosevelt New Deal left off. It will not have the great creative drive of the Roosevelt New Deal; it does not face a crisis requiring such desperate improvisation. But it will have the advantage of the experience of the first New Deal, the benefit of its mistakes. The first New Deal, for example, floundered about sadly in the realm of economic policy, at one moment trying government-business planning in the model of NRA, at another, aiming for the restoration of competitive enterprise through trust-busting.

New times, Lowell reminds us, require not only new measures but new men. One remarkable fact about the present Democratic party is that it is showing some success in rejuvenating itself while still in power. The Republican party, when it went out of power in 1932, had such a bad case of arteriosclerosis that it did not begin to produce new younger leadership until 1938—the year when Robert A Taft was elected senator from Ohio. Harold Stassen became governor of Minnesota, and Thomas E. Dewey had his first try at the governorship of New York. But the Democratic party in 1948 has a remarkable group of able men available for high appointment—such men as Averell Harriman, Wilson Wyatt, William O. Douglas, and Dean Acheson. And it has in elective jobs a whole covey of vigorous younger politicos flushed up by the 1948 elections; such new senators as Hubert Humphrey of Minnesota, Paul Douglas of Illinois, Estes Kefauver of Tennessee, Lyndon Johnson of Texas; such new governors as Adlai Stevenson of Illinois, Chester Bowles of Connecticut, Frank Lausche of Ohio, Mennen Williams of Michigan. All this constitutes a reservoir of vitality and talent which is quite remarkable for a party which has been in power as long as the current Democratic party.

Of these new men, it might be particularly well to keep an eye on Hubert Humphrey among *(Continued on page 174)*

Ideas to watch in music

BY VIRGIL THOMSON

The twentieth century, like every other century, has partly inherited and partly made up its musical style. The story of this purely æsthetic development is not at all the same story as that of music's recent technological developments, since musical modernism was a movement way back in the 1880's and 1890's long before gramophones and radio began to influence the art. Nor were these machines called into existence by any artistic need. Stylistic history and technological history have no necessary connection. They merely, from time to time, cross paths. Their encounters, however, have not always been sterile. Just now, as we approach the century's middle point, a certain converging of paths seems to be taking place, at least temporarily, that will in all future

maps mark some kind of celebrated spot. My guess about that spot is that it will be known as the time when our musical style became victorious, mature, and serene. And it will also be known as the point when modern music took over the opera, that last stronghold of musical reaction. The technological device involved is television.

The first two decades were notable for brilliant achievements in composition and for two primitive but ingenious devices that aided music's distribution. On the one hand, there were living and working at the same time Strauss, Debussy, Ravel, Satie, Stravinsky, Schoenberg, Webern, Berg, and Ives—modernists up to the hilt, all of them, and the real inventors of our century's style. On the other hand, those same years witnessed the popular acceptance of the mechanical piano and of the gramophone. The former proved later to have been merely a diversion, like the music box. The latter has remained part of our musical equipment, thoroughly useful and deeply involved with our cultural life.

The 1920's and 30's gave us a second generation of modern masters—Milhaud, Prokofieff, Bartok, De Falla, Hindemith; also the radio, the most powerful agency for music's dissemination yet devised. The new modernist composers were less strikingly original than their predecessors; but they were good fighters, and they made a success out of the modern-music concert. They became successful teachers, too, manned the schools, colleges, and conservatories with their progeny. They even turned the radio and gramophone to their uses, causing new musical styles to become rapidly familiar to all and breaking down whatever prejudices against them were due to a lack of acquaintance.

The 1930's witnessed in the United States another development in distribution which further helped the modernist cause. This took the form of a boom in symphony orchestras. In full financial depression it happened, and quite inexplicably. But by 1937 there were, believe it or not, 30,000 symphony orchestras in this country. These included school and college groups, amateur and semi-amateur enterprises and those brought into being by the WPA, as well as professional bodies of the standard civic-leader-supported type. The number has diminished a little in the last ten years but not hugely. The symphony orchestra has remained a national institution, indispensable and solidly popular.

This means that with a great many people using orchestral music, publishers can now afford to publish it. Consequently, American composers, being published for the first time, are now available for the first time for foreign consumption. The 1940's have been notable for the successful appearance on the world scene of American art music. As a producer of musical composition in quantity and high quality we now rank with France and Russia among the Big Three. (German and Austrian music sank almost out of sight under Nazi attempts to use the art for low purposes, and it has not recovered.)

Our decade has seen the advancement of musical understanding, the acceptance, by the public and by musicians, of all modern musical styles but one. That is the atonal style, and even atonality now enjoys some toleration. Twice in the last three or four years I have seen works of Arnold Schoenberg received at concerts of the New York Philharmonic with respectful attention and more than respectful applause. A third generation of atonal composers constitutes, moreover, Europe's chief youth movement today. Luigi Dallapiccola in Italy, Serge Nigg, René Leibowitz, and Pierre Boulez in France, are waging the same *(Continued on page 171)*

Ideas to watch in medicine

BY PAULA PHILIPS

The three great killers in America today are heart disease, cancer, and childbirth—in that order. Estimates show that cardiovascular cases accounted for 693,385 deaths in 1947; cancer and other malignant tumors killed 191,243 that same year; and deaths associated with childbirth (largely of infants rather than mothers) totaled 159,081 in 1946.

The leading cripplers add up to an even more shocking total. Accidents have produced 10,700,000 disabled men, women, and children in the United States. Disease of the heart and blood vessels, the number one killer, is responsible for 9,590,000 invalids. Another eight million suffer from some mental disorder.

In these fields, there is much to be explored and discovered. One scientist said: "We are moving ahead all the time for we are constantly uncovering new questions. Finding the answers, however, will be another story." Great sums of money are spent in mammoth research projects; here in brief is a report of progress.

FOR HEART DISEASES

A rice diet for people with high blood pressure and heart disease has created much interest. Dr. Walter Kempner of Duke University originated this treatment several years ago and at a recent meeting of the New York Heart Association he brought his findings up to date.

Dr. Kempner kept seven hundred seriously ill cardiac patients on his rice diet (which includes sugar and fruit as well) and, at the end of treatment, reported that seventy per cent of them showed definite benefits. Dr. Kempner does not claim that his method is a panacea. Other researchers have found that a low salt diet will accomplish similar results.

It has been said that during the famine in Leningrad during the 1941 to 1942 siege, there was a great decline in coronary and hypertensive deaths. Some authorities are now speculating that the reputed rarity of hypertension in the Orient is related in some way to habitual undernutrition.

The merits of early ambulation are being seen today in heart patients. One investigator, in the *Journal of the American Medical Association*, points out that lung volume and vital capacity decrease with recumbency, and recommends that patients with congestive heart failure be "up and about" just as soon as severe symptoms have subsided.

The use of drugs in the fight against heart disease now comes to the fore with several new successes. In a disease formerly almost one hundred per cent fatal, "subacute bacterial endocarditis," which is often preceded by rheumatic fever, three quarters of the cases *(Continued on page 166)*

Ideas to watch in books

BY DIANA TRILLING

A fresh spurt of energy for the novel is the first thing I look for in the near literary future. Of all branches of writing, the novel is most alert to social possibilities, and if the art of fiction has been moribund in recent years, it has been so to the extent that novelists have assimilated the totalitarian habit of mind which denies the full interplay between man and state. A fluctuant social organization is the very lifeblood of the novel. There must be classes and the classes must rub up against each other and give way to each other. There must be freedom of the professions, freedom to express conflicts of opinion and emotion, free movement across both intellectual and physical frontiers.

In reviewing Irwin Shaw's novel, *The Young Lions*, a few months ago, it seemed to me that what was most worth commenting on was its indication that our fiction is already beginning to show a diminution of its previous rigidity. Mr. Shaw is, I think, almost archetypical of his generation of liberalism—the generation that came of age in the period of economic depression and of rising fascism, and that reached its full maturity in the war years. For some time now it has been the settled conviction of this liberal group that the purpose of literature is to guide people to make the correct political choices. In the work of this group the world has been presented in terms of the very simplest oppositions between right and wrong, minority and majority, progressive or reactionary, democratic or undemocratic. Although Mr. Shaw's new novel still carries on in this general vein, it also shows a first tentative recognition of the possible complications in human character. Now, for example, a Jew is not merely an inanimate symbol of a persecuted minority; he is allowed to be humanly wrong or even rascally. Or a Nazi is presented as someone who, under different circumstances, might have been a person with whom one could be friends.

This new complexity in Mr. Shaw's view of life derives, I suspect, from a change taking place in our present-day political temper, and I believe there will be a similar development in other writers of his liberal persuasion. Under the pressure of the disillusionments following the war, chief of them Russia's betrayal of herself as only another power-seeking nationalism, such American liberals have begun to discover that the over-simplifications in which they have been thinking are no longer valid. This liberal group, shaken in their conviction that the Soviet Union is the summation of political idealism, confronted with domestic experiences as dramatic as the last presidential election, has been forced to a fresh assessment of their most firmly-fixed ideas. The result is bound to be a revised sense of the dynamics of human character and institutions.

But this is to speak only of the more or less traditional novel, the fiction which, at the same time it pledged itself to politics, still could be deceived that it continued in the established tradition of the nineteenth century. Although this fiction of social protest has been dominant in our culture of the last fifteen years, there has existed alongside it a fiction of another sort of protest—the protest of art. As our socially-conscious writers have moved toward increasingly public and explicit statement, our writers of high and delicate artistic awareness have moved in the direction of an ever-increasing privacy of utterance, and more and more concerned themselves with the formal aspects of their craft. Just what effect the new political temper of the world will have on this latter group, which represents the other major tendency of contemporary fiction and which numbers such diverse talents as Katherine Anne Porter, Eudora Welty, Carson McCullers, Jean Stafford, Truman Capote—to name but a few of the outstanding figures—it is harder to foretell.

We must keep in mind that both of these schools have been responding, though in such diametrically opposed fashions, to the same force in modern life—fear. The socially-conscious writer copes with his fear of personal annihilation and social chaos by invading the realm of political action; the more art-conscious writer reacts to the same danger by withdrawal from so threatening a universe. The rejection has taken various forms, according to individual temperament—a concentration upon *(Continued on page 160)*

Ideas to watch in television and radio

BY VAL GIELGUD

The future of radio and the future of television are now inextricably bound up with each other, for television is extremely expensive, and has to be paid for. Money which formerly might have been put aside for experiments in sound-broadcasting is almost automatically allocated to television. As one radio executive observed sourly to me the other day, "Sound radio is paying the bill for the cutting of its own throat."

It may not be altogether irrelevant to wonder whether, during this present period of fine, free, careless rapture over television, the people responsible for its development are not trying to run before they can walk. It seems generally agreed that while the mechanism itself is wonderful and fascinating, the programmes—always excepting coverage of "outside broadcasts" of important news items—are not yet in the

class of professional entertainment. The reasons for this are usually given as expense, inexperience in the use of a new medium, and difficulties raised by other and older partners in the entertainment business regarding both artists and material.

I would suggest with all diffidence that the basic trouble is more serious, and more deeply rooted. Neither in Great Britain nor in the United States have I seen evidence of any comprehensive consideration of the aims and possibilities of television in terms of studio-programmes. Enthusiasts for—and, no doubt, investors in—the new medium have been in such a hurry to get a *video* service of some kind onto the air that any studied theory has been drowned by a flood of elementary practice. It seems a pity that the early mistakes of sound broadcasting should be repeated so remorselessly; that the lessons learned so painfully over many years should be neglected. Nonetheless, in spite of all the enthusiasm and hard work at present being concentrated on television, its cameras are being used precisely as the early microphone was used; as instruments of reproduction, not of creation.

It would seem that no one to date has posed, let alone answered, the ruthless but very necessary question: What can television do inside a studio that the theatre or the film can not do better? The answer may be negative, or unsatisfactory. It may be that the future of television is merely to provide the equivalent of a private cinema in every home that has the space for a screen. But there can be no artistic future for a medium that is not to a degree creative. And to achieve creation thought must precede action.

In 1939, when I spent a number of months in the television studios at Alexandra Palace in London in the capacity of guest-producer, it seemed to me that the foundations of programme-work were being well and truly laid. Experiment was the order of the day. The final word was by no means left to the cameraman. It was clearly realized that, while the televising both of films and stage plays was bound to form an integral part of televised drama, *(Continued on page 170)*

ANNE OF THE THOUSAND DAYS

This first exciting, serious play of the season is Maxwell Anderson's drama of the knotted pull between Henry VIII and Anne Boleyn. It is this, the pull that twisted the history of England and of the Church out of course, that gives such extraordinary vitality to the play. The lighting of the single set by Jo Mielziner, the reds and golds and blacks of the costumes by Motley, the music by Engel, and the spirited direction by H. C. Potter, all contribute to the swinging power of the acting of Rex Harrison and Joyce Redman. As Henry, he is bawdy, confused, with a royal thumb on the pulse of his people until his desire for Anne interrupts his pulse-taking, his honest thieving from State and Church. As Anne, Joyce Redman is small, violent, stubborn, and fascinating. (It was really the birth of the future Queen Elizabeth, who should have been a son, which started her mother, Anne, on her way to the Tower of London.)

JOYCE REDMAN
as Anne Boleyn

REX HARRISON
as Henry VIII

BISSINGER

CRONER

BOBBY CLARK

Two kinds of theatre fun... the low-down laugh, with girls, the drawing-room smile

CYRIL RITCHARD

ISABEL JEANS

Bobby Clark in *As the Girls Go* is once again the funniest man in town to those who have long been under the black magic of his sloping walk, his harassed little face leering hopefully at beautiful bean-pole girls. Now for the first time in several years, New York has a 1929 girl show, with no ballet plots to unravel, no social consciousness in four-four time, no Americana to exploit. There is nothing here that is fresh and exciting; there is just comfortable relaxation, some good low-down laughs, and a whole stageful of pretty girls. Although Bobby Clark whams around the stage as the husband of the first woman president of the country, he wisely throws away the story in order to do a delicious bugle number, "Brighten Up and Be a Little Sunbeam," with a string of children; to make the show's high point of laughter, a pantomimed bit as a manicurist, he does some funny business with a pair of hot towels, pantomime straight from burlesque.

Cyril Ritchard and Isabel Jeans in *Make Way for Lucia* have a delicate comic line in this country drawing-room comedy by John van Druten, who drew his play from the famous, malicious stories of E. F. Benson. For years now, Lucia, that small-scale dictator-general who ruled the English town of Tilling in the 1910's, and Georgie Pillson, her pliant chief-of-staff, have been living, although preposterous, characters to the great body of Benson devotees. Probably no actor could be more superbly Georgie than Cyril Ritchard, few actresses more "absurd and magnificent" as Lucia than Miss Jeans, few more combative against Lucia than Catherine Willard as the bitter Miss Mapp. With charm and wit, Lucinda Ballard has underlined Georgie's dandyism, Lucia's pretty fakery in the costumes and sets. ("Mallards," Lucia's house at Tilling, was patterned on Lamb House at Rye in which Henry James lived for eighteen years before E. F. Benson bought it.)

BISSINGER

VIRGINIA FIELD AUDREY CHRISTIE PHYLLIS POVAH

Two kinds of theatre fun...
the brutal wit of insult,
the warming humour of character

CRONER

SHIRLEY BOOTH SAM WANAMAKER MADELEINE CARROLL

Virginia Field, Audrey Christie, and Phyllis Povah, in *Light Up the Sky*, are almost continuously amusing, with Miss Povah reaching down at times for heavy laughter in this brutal, smarty, and curiously phony farce about the theatre. Although Moss Hart has had hits for eighteen years, and this one is another in his string, he manages to make the theatre seem totally unreal, except in an accurate and fantastic explanation of the wayward economics of show business. What he has done, however, is to write richly loaded parts for Miss Field, whose tall blondeness is effective in a Gertrude Lawrence kind of rôle with its refrain, "Bless you, darling, bless you"; for Audrey Christie, who can drop a line like a cook poaching an egg, beautiful, round, and right; and for Phyllis Povah, who is one of the funniest women around, with her noble reach, her way of slinging the lines at a fast clip but keeping the character covered. Together the three form a tarpaulin hiding such defects as the simple-minded plot, the cruelty of some of the resemblances to living people, and the general atmosphere of slashing razors, in *Light Up the Sky*.

Shirley Booth, Sam Wanamaker, and Madeleine Carroll, in *Goodbye, My Fancy*, have the trying job of being both lightly amusing and rather moving in this warm-hearted comedy by Fay Kanin. In addition to being a delightful actress, Miss Carroll has the rare position at the moment of having an abundance of stage charm when charm in an actress is a quality kept under wraps by most of the contemporary dramatists. To provide the vinegar, however, Fay Kanin wrote a rôle for a sage secretary and then gave the part to Shirley Booth. Like Phyllis Povah, Miss Booth can gather a play in her strong hands, wring out every one of her lines for even more value than the author put into them. Sam Wanamaker not only directed the play but also has the fat part of a *Life* photographer, a rôle which he prefers to undercut in the playing. (The play has an inch-deep exposition of college life, and of the philosophy of fighting for what you believe in.) As the war-correspondent-congresswoman, Miss Carroll is three-dimensionally feminine, effective, charming, and with a pretty feeling for clothes, a woman who puts a pink rose on a navy-blue taffeta dress.

Suit composed of three Dior specialties: short, flared jacket; peg-top, narrow skirt; cummerbund. Dior calls it "Mademoiselle."

1949: SPOT-NEWS

DIOR'S NEW YORK READY-TO-WEAR

Two of the notables at the Dior opening: Mme. Henri Bonnet, wife of the French ambassador, and Miss Marlene Dietrich.

JOFFÉ

Mrs. Byron C. Foy; behind her,
left, M. Louis Arpels; *right,* M. and Mme. Claude Arpels.

There is news in the facts: that an influential Paris designer has opened a New York wholesale house, where he sells to ready-to-wear shops across the country. There is news in the fashions: that they *are* ready-to-wear; have the couture flavour, but Dior has not copied himself. *Right:* Coat typical of this designer in its soft shoulders, tiny waist, built-in animation of skirt. This, "London," in red Worumbo wool, black taffeta lined. $295; Bonwit Teller; Seidenbach's; Montaldo's; I. Magnin. *Opposite page, top:* Jacket of Forstmann wool; dress of Ducharne checked wool, $235; Hattie Carnegie; Garfinckel's. *Main figure:* "Luzerne," suit of grey Worumbo wool flannel, the lining and blouse, Irish linen. Note the back belt, back yoke. $285; Henri Bendel; Neiman-Marcus; D. H. Holmes; Vandervoort's.

Left: A new neckline—see how the scarf-end knots, covers one bare shoulder. In a new "moonlit blue," a South-now, summer-later dress, of Onondaga silk twill. $135; Altman; Hudson's; L. S. Ayres; Harzfeld's.

Opposite page: "Swallow," in Forstmann wool with piqué. $185; Bergdorf Goodman; Wanamaker's, Phila.

Far right: Late-day dress, "Etching," with typical fringed cummerbund, side hip-pocket. (Beige silk, by Ben Mann.) $365; Lord & Taylor; Filene's; Marshall Field; Gidding's.

All hats shown were designed by Dior, executed by courtesy of John Frederics. (For other Dior creations, perfumes, see page 175.)

JOFFÉ

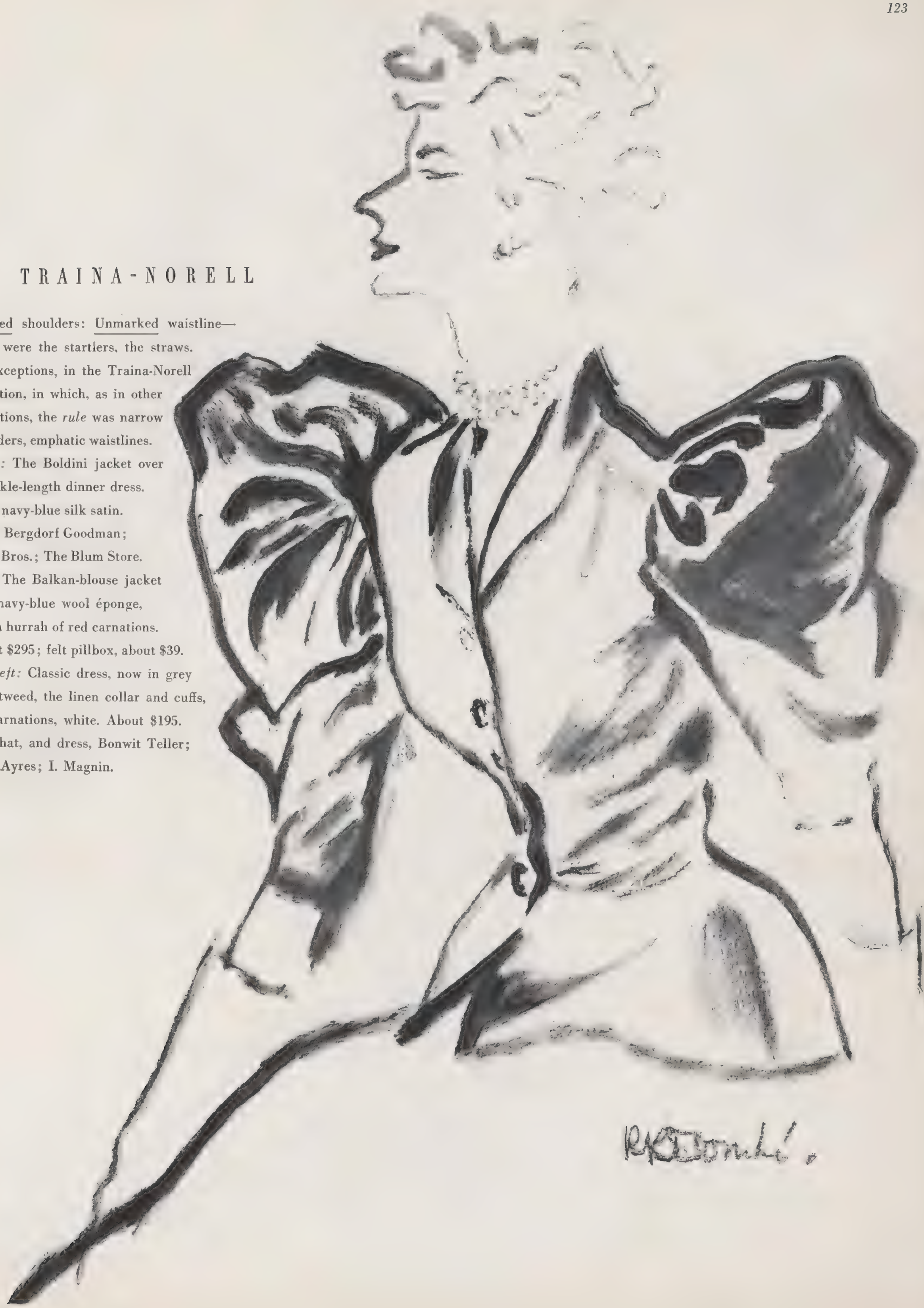
A typical silhouette: ample, soft skirt, small waistline, big simple hat.

"Swallow," a navy-blue wool dress, the cuffs, the gigantic collar, white piqué.

DIOR'S NEW YORK
READY-TO-WEAR
continued

1949 version of a Traina-Norell design that is now an American classic.

1949 STRAWS IN THE WIND



BY TRAINA-NORELL

Marked shoulders: Unmarked waistline—these were the startlers, the straws, the exceptions, in the Traina-Norell collection, in which, as in other collections, the *rule* was narrow shoulders, emphatic waistlines. *Right:* The Boldini jacket over an ankle-length dinner dress. Both, navy-blue silk satin. $545; Bergdorf Goodman; Frost Bros.; The Blum Store. *Left:* The Balkan-blouse jacket suit, navy-blue wool éponge, with a hurrah of red carnations. About $295; felt pillbox, about $39. *Top left:* Classic dress, now in grey wool tweed, the linen collar and cuffs, the carnations, white. About $195. Suit, hat, and dress, Bonwit Teller; L. S. Ayres; I. Magnin.

COFFIN

LINDA CHRISTIAN

Linda Christian, young motion picture actress of distinguished beauty, is the daughter of a Dutch father, a Mexican mother, was educated in Europe. During her stay in Rome, Vogue photographed her *(see above)* in a sable-banded white ball gown of pleated chiffon over layers of net, which was made for her by the Italian designer, Fontana. Princess Ahmed Fakhry, who is married to the King of Egypt's nephew, is Mexican born, commutes between Paris and Cannes, adds to her beauty a talent for a special sort of elegance. She was photographed in New York *(see opposite)* in a navy-blue satin late-day dress, made for her by Schiaparelli. With it she wears, typically, not one flick of adornment.

PRINCESS AHMED FAKHRY

HORST

MRS. WILLIAM BLAIR MEYER

MRS. ERIC DUNN

HORST

MRS. WILLIAM BLAIR MEYER, *left*, who was Sandra Payson, one of the three daughters of Mr. and Mrs. Charles Shipman Payson, in a fly-away dress of grey French silk net. By Omar Kiam of Ben Reig. Lord & Taylor; Neiman-Marcus. Mrs. Eric Dunn, *right*, the former Marjorie Meacham, of New York, is photographed here in a navy-blue silk taffeta five o'clock dress with a fly-away winged back. Designed by Mollie Parnis. $90. From Jo Hughes, Inc.; Bonwit Teller, Philadelphia.

HATS TAKE A SIDELONG LOOK

Above: Pink Angora straw, side-sweeping to cover one ear, with a quirk of blue grosgrain ribbon at the back. $25.
Centre: Down-dipping navy-blue felt with a riser of glycerined ostrich, blue veiling. $35.
Right: Dull gold felt cloche, veering to one cheek; a jut of brown feather on the same side. $35.
All three hats on this page, Henri Bendel originals; also at Lindner Coy; Montaldo's; Jelleff's.
Opposite page: Here, the sidelong look in satin, a black bicorne by Claude St. Cyr, worn with a ribbed black satin suit, the contemporary elegance of both outstanding against the nostalgic background of Peter Lindamood's New York apartment. Made-to-order hat; jewels; gloves; suit (a ready-to-wear original by Bernard Newman); all, Bergdorf Goodman.

CECIL BEATON

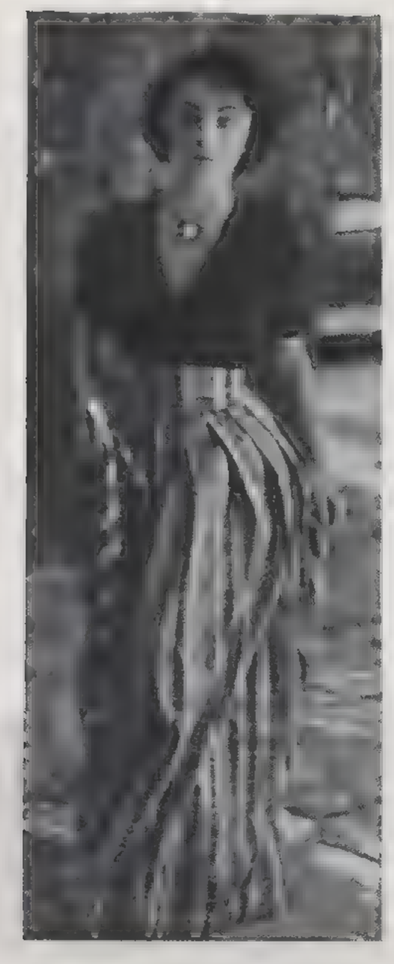
1949ers: THE WORLD, NEXT DOOR

They're off, starting the new year with winter vacations, heading for the weather they want. Taking quick breaks: flying to Ireland, or Bimini, for a week end; to South Carolina for Sunday luncheon. Planning ahead: ships' bookings are already heavy through mid-August; ships and airlines are upping their passenger capacity. To 1949ers, everywhere (well, *almost* everywhere!) is next door. And travel clothes are packed from a wardrobe picked for daily life. Case in point, the short greatcoat that goes over suits, dresses, does not "sit out." The one opposite, photographed at Idlewild Airport, is made of Forstmann guanaco and cashmere, 50/50. Coat and dress, designed by Omar Kiam of Ben Reig. At Henri Bendel; Marshall Field; J. W. Robinson; Garfinckel's. Made-to-order cloche; shoes; bag; cosmetic kit; all, Henri Bendel. Skymate over-night case and train case, by Hartmann. More of the world on the next eight pages.

RAWLINGS

WINTER HOLIDAY...

Dinner separates



Sun-bared bathing suit

Hindu influence—the Island of Trinidad

Here Vogue scans the places more-people-than-ever are going; lists the clothes they'll need; shows again some of the fashions that have appeared in recent issues of Vogue—this time with special reference to *place.*

The Caribbean has full-summer in January, February—you'll need cool cottons, simple sports dresses, pale colours. Silk prints for afternoons; beach dress with jacket for tea; usually, evening dress and a warm wrap or fur jacket for the cool nights. You'll seldom wear shorts anywhere except at the beach.

JAMAICA, B.W.I. You land at Kingston, and if you want to stay at the Caribbean's newest *grand luxe* resort-hotel, you drive across the blue hills to the Tower Isle Hotel, where A. E. Issa, whose family is Jamaican history, has built a self-contained, American-plan holiday. The music, the décor, some of the food, has local flavour; there's swimming, fishing (sea or mountain stream), riding, polo, dancing, picnics.... At Montego Bay (you fly directly to it from the U.S.A.) there is a new, small, American-plan resort, Sunset Lodge; a country club air, a fine spread of beach.

NASSAU, B.W.I. You go by air or by boat (the *Mauretania* makes the run now) for sun, for quiet hemmed with a British bias. (Many more English families have joined the colony lately; among them, Lord Beaverbrook and Viscount Kemsley.) You stay at the Fort Montague Hotel, or at the big waterfront British Colonial Hotel; or at the Royal Victoria. You might stay at one of the guest houses: the newly-opened Balmoral Beach Guest House, for one. You go out to Paradise Beach on Hog Island for swimming and a picnic lunch; if you're invited, you spend the days at the Porcupine Club.

CUBA. In Havana, you stay, most likely, at the Hotel Nacional; you wander the Prado, see the Cathedral; go to the track at Oriente Park. Except for trips to the beaches (several miles out of town) you dress as you would for city-summer—in cool black, in polished cottons. (The men wear white suits the year around.)

THE CARIBBEAN

National lottery in Cuba

Club in the Cuban Trinidad

Well-made boots

Any village in the Laurentians

Mont Tremblant

NEW PATTERN

The overall coat

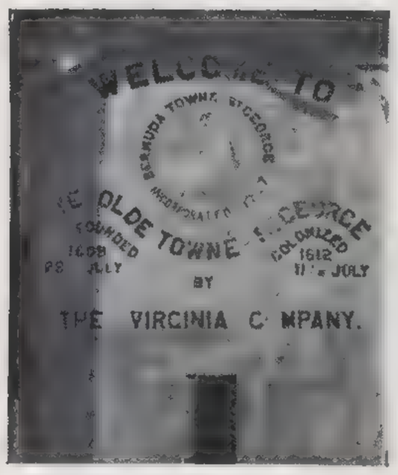
THE LAURENTIANS

In the evening, wear an evening dress if you dance at the Nacional, or go to the Grand Casino, where the gaming tables are. Up the coast there is famed, sun-centred Varedaro Beach. Here you seldom wear a dress—instead, shorts, beach clothes; for cocktails and dinner, good slacks, dinner pyjamas, jewels.

VIRGIN ISLANDS. You fly to St. Thomas—it is not yet touristy. You stay at Bluebeard's Castle or Blackbeard's Castle—both are American plan; or you go to Hotel 1829, a European-plan place, where the restaurant is the best on the island. You wear the coolest cotton dress you can find (seldom shorts or dungarees); take a beach coat of some kind; have your husband take a white dinner jacket (for dining at private clubs, people's houses).... Or, fly on from St. Thomas to St. Croix—where you stay at Hotel-on-the-Cay, where you eat extraordinary native foods; or at "Pink Fancy"—housekeeping patio apartments, decorated by William Pahlmann.

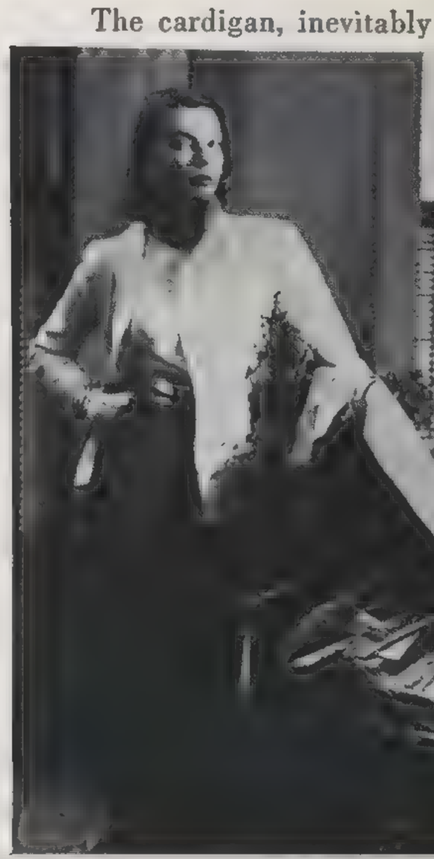
Bermuda is not tropical during the winter months. Swimming gives way to sunning; life moves slowly, and so will you. There is a three-hour cocktail hour; Saturday-night dancing, for which everyone dresses.... You might stay in one of the guest cottages, American plan. For reservations for *private* cottages, write to Queenie Penboss, The Bermuda Reservations Bureau, in Hamilton—the icebox will be stocked, a maid engaged for you. Of the hotels, there is The Princess; Elbow Beach and Belmont Manor are open the year around; The Bermudiana will open in February. Bermuda uniform (Bermuda dressing is a generic term, now): classic pastel tweeds, sweaters, wool dresses with cardigans; flannel skirts, white blouses with cardigans; shorts of legal length; sneakers, moccasins, closed-toed shoes. Evening clothes, underdone—simple evening skirts and blouses (women usually dress most nights).

THE LAURENTIANS. You go an hour or more north of Montreal, over washboard-ribbed roads, to find skiing to suit everyone—from novice to Olympian. *(Continued on next page)*



Sign in Bermuda

BERMUDA



The cardigan, inevitably

Shorts, legal length

Bermuda carriage to Hamilton

The Mt. Mansfield chair-lift at Stowe, Vermont

After-ski warm-up coat

Ski sweater, patterned

Stowe, from the highway

WINTER HOLIDAY

NEW ENGLAND

(Continued from preceding page) You might go to Mont Tremblant, stay at The Lodge; or at The Inn, where there are a few rooms, and dormitories; at Brooks House; or at one of the pleasant, complete cottages.

At Mont Tremblant, ski clothes are not worn in the dining room; you might wear velveteen slacks and a pretty sweater; a pretty wool dress for cocktails and dinner; possibly a bright, quilted, floor-length skirt and blouse. . . . One half mile away is Manoir Pinoteau, a cluster of individual cottages, a main house for dining, for dancing in the evening. . . . Closer to Montreal is a less-known place, the Mont Gabriel Club at Piedmont; a large, sprawling house now converted to inn-life, where meals are buffet, dinner is by candlelight, and clothes follow the Tremblant pattern. Beyond it, still within Montreal radius, is Laurentide Inn at Ste. Agathe des Monts—lake-faced, mountain-ringed—heavenly French food. . . . Another hour away is a find, Chalet Cochand, at Ste. Marguerite Station, probably the most French of Laurentian inns; simple equipment for skiing; for serious skiers.

Northeast, in Québec City, you stay at Château Frontenac, motor for the day to Lac Beauport to one of the most vast, most beautiful snow scenes in the world, every degree of skiing.

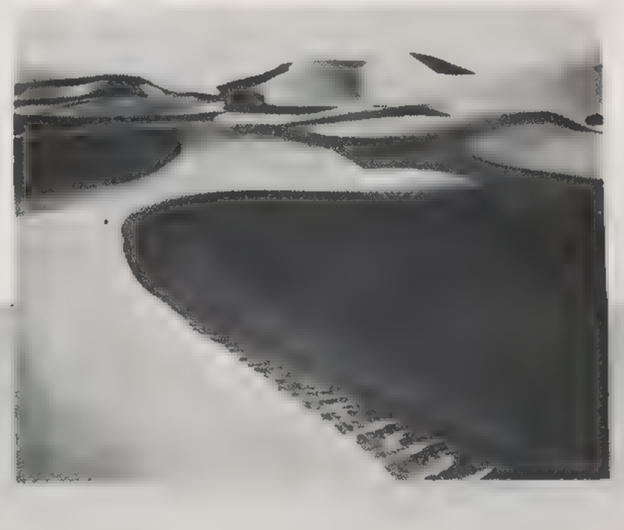
New England. Thirty minutes' drive from Franconia, is Mittersill, U.S.A.—the small ski club Baron Hubert Pantz has modelled after his famous Club Mittersill in Austria. Here, skiing begins at the door; you can sit on a balcony of the club—an authentic chalet—and watch. In the evening, there's some music, some dancing, mostly talk—the women wear typical after-ski clothes; bright colours, long, warm skirts.

Most of the New England ski world follows a less formal pattern than that of the Laurentians; after-ski clothes are likely to be flannels, slacks, sweaters. At Stowe, Vermont, for in-

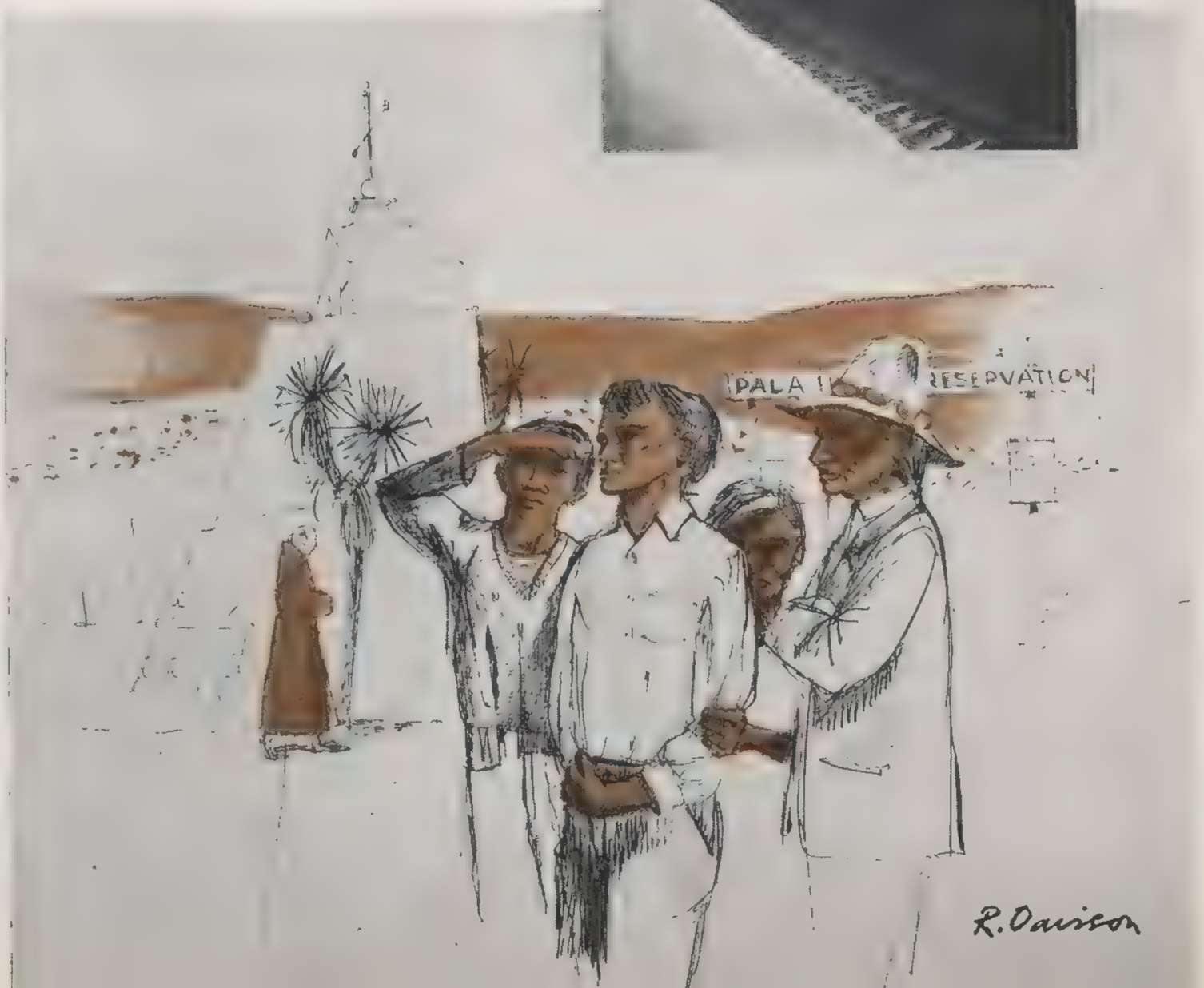
PALM SPRINGS

The blond leather shoe

Desert pattern



Bathing suit with sun-cover



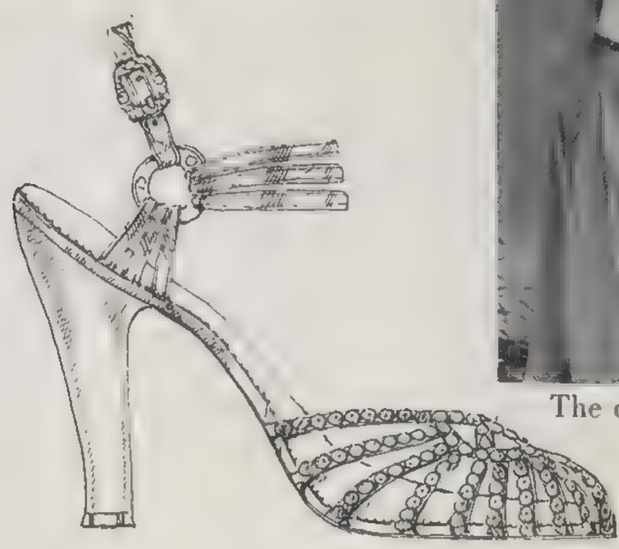
The Pala Indian Reservation, supervised by the Franciscans

Short dinner dress, light stole

The Palm Beach sky line

The cardigan again

PALM BEACH



The blond sandal

stance, which is essentially a skier's preserve and the trails are for experts, there is little organized entertainment. You stay at an inn or one of the farm houses registered with the Mt. Mansfield Association in Stowe. . . . The largest, gayest, most crowded ski centre in New Hampshire is North Conway, where night skiing goes on under spotlights. You stay at Eastern Slope Inn; you wear an un-tweedy skirt in the evening, with jewellery, an un-tweedy belt.

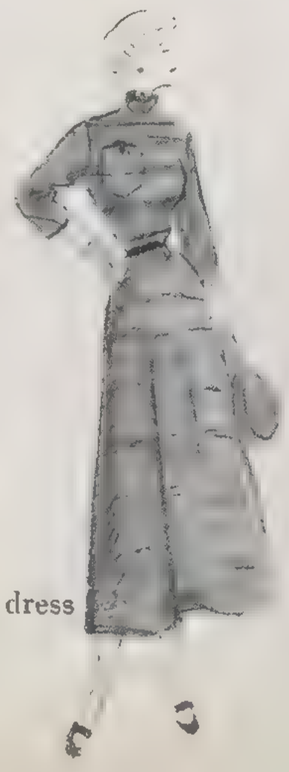
Palm Springs. You drive 125 miles into the Desert from Los Angeles, to unbelievably benign weather. There are several big hotels; or you stay at the Racquet Club, if a member arranges it; or go to La Quinta, a pleasant swimming-riding ranch with private cottages where you can sun in your own patio. You need ranch-life clothes . . . levis for riding, bathing suits, tennis clothes, shorts, slacks, and cotton skirts. For lunch, you wear a well-cut beach dress, tailored spectator sports clothes. You take one evening dress, a good skirt and sweater; a warm coat for the cold evenings.

Palm Beach. If you plan to stay at a hotel, you stay at the Brazilian Court, The Breakers, The Biltmore; or at the small hotel, The Vineta. The day, and what you wear for it, follows the Southampton plan—classic shorts, white blouses, cardigan sweaters, pastel cotton shirtwaist dresses, bathing suit *plus* a beach cover. For afternoon, a nicely-cut dress; for evenings, you dress (even for the movies) in long skirt, separate blouse. For big parties, benefit dances at the Everglades Club, have a bouffant long dress. For most nights, you need a coat or fur jacket. South of Palm Beach is the extraordinary world-in-itself, The Boca Raton Club, now a resort hotel, where you will dress as in Palm Beach.

Arizona. Phoenix has the Arizona Biltmore and Camelback Inn and Jokake Inn; Tucson has El Conquistador, Caravan Inn, Elizabeth Arden's famed, for-women-only beauty resort, Arizona Maine Chance. *(Continued on page 173)*

Desert impression: the prospector, lost-mine clues

ARIZONA



Warm dress

Leather and tweed bag

Dress and cardigan

Far left. Ski costume. First layer, a ski suit, the jacket zipped up the back. $70. Second layer, a warm-up coat with wool alpaca lining. $60. Of dark worsted gabardine. By Georgette. at Lord & Taylor; Filene's.
Left. Cotton Byrd Cloth jacket, water-repellent, wind resistant, $17. Worsted twill ski pants as ski pants should fit, $35. Both designed by Jantzen. Bloomingdale's; Frederick & Nelson.
Right. Indoors idea—a floor-length skirt of quilted wool plaid; a red-lined wool jersey jacket, a cotton shirt with ruffled collar. By Claire McCardell. About $125. Lord & Taylor; Himelhoch's.

SKI POINTS

The point, the point we can't make too often is this: there is no room in the ski-world for the capricious.

For the slopes, there are a few restrained signs of unclassicism: tucked panels, knitted shirt-fronts, plaids—but involved only with classic, precise outlines. (To perfect the outline, have it fitted over the underwear and sweaters you'll actually use for skiing.) There are many dark colours, good because they don't show marks of tow-ropes. For after-skiing, there must be quick warmth: a wrap of stove-pipe warmth. For *after* after-skiing, a run of warm and pretty ideas: this year with more than a trace of soft femininity, fresh fashion.

1949 ers' LUGGAGE

Above, another view of the cover coat (see page 95). **1.** Wicker carryall, $27*; Saks Fifth. **2.** Leather-bound canvas wardrobe case, by Platt. $54*; Crouch and Fitzgerald. **3.** Suitcase in two tones of brown canvas, rawhide-bound, by Mendel. **4.** Leather bag with side pocket, $65*, at Abercrombie & Fitch. **5.** Val-A-Pak 21″ case, rayon-and-linen canvas, $36*; Bloomingdale's. **6.** Skyway train box, $27*; Lord & Taylor. **7.** Week-end case of Velon plastic, by Samsonite. $21*, at Bloomingdale's. **8.** Hat and shoe box of Koroseal. By Belber. $37*, at Stern's. **9.** Cowhide suitcase by Cavanaugh, $82*; John Wanamaker. **10.** Aluminum hat and shoe box, by Halliburton. $72*; Altman. **11.** Hartmann Pullman case, natural rawhide. $210*; Saks Fifth. **12.** Rawhide case, steamer-trunk capacity, by Amelia Earhart Luggage. $234*; Lord & Taylor. **13.** Crocodile jewel case, $355; Mark Cross. **14.** Week-end case of plastic, by American. $20*; Saks 34th.

HERBERT MATTER

Coat, by Lo Balbo in Worumbo wool tweed, $95; hat, Koret bag; Saks Fifth. **1.** Cowhide bag, $78*, at Mark Cross. **2.** Train case, cotton-and-rayon cording, with cowhide. Wheary. $39*; Stern's. **3.** Rawhide hat box, 20" width. $78*; Oshkosh. **4.** Rollaway Pullman case, retractable wheels. Dresner. $71*; Macy's. **5.** Cowhide bag, with zipper, twin handles. $26*; Mark Cross. **6.** Cordovan leather bag, brass fixtures, by Boyle. $198*; Saks 34th. **7.** Indestructo suitcase, $36*. Kent Luggage Inc. **8.** Overnight case, canvas, cowhide-bound. Skyway. $24*; Lord & Taylor. **9.** Umbrella of rayon; horn handle. $13; Jay Thorpe. **10.** Water-buffalo train box, by Kaufmann. $114*; Abercrombie & Fitch. **11.** Plaid wool blanket, $26; cowhide shawl strap, $15; Mark Cross. **12.** Wardrobe trunk, rawhide. $540*; Oshkosh.

*Tax included

STOP-SHORT JACKETS:

new suit theme

Second theme: two cloths, two colours.

Short-top town suit, *left:* blue-and-white wool tweed to the waist; the side-pleated skirt, navy-blue wool; under-cover blouse, gold rayon crêpe. By Maurice Rentner. About $275; cloche, Irene of New York, $50; both, Bonwit Teller. Suit also at Hutzler's; Kaufmann's; Hudson's.

Waistcoat-jacket resort suit, *opposite,* a sum of cloths, one pair of sleeves subtracted. Jacket of Stroock wool tweed, $23; doeskin flannel skirt, $25; rayon tissue faille blouse, $11. By B. H. Wragge. At Bonwit Teller; Harzfeld's; Frost Bros.

Phelps bag. Seaman Schepps jewels.

BALKIN

WARDROBE SCHEMES, 1949

If you think we mean Spring wardrobe schemes, we don't. We mean general schemes, long-term schemes. Vogue's platform is the *de*-seasonalized wardrobe—that stays alive, stays on your back, the most months of the year. The most years. The perfect wardrobe, we think, is an interlocking total of just such energetic clothes; slowly bought, slowly augmented, slowly discarded, each item chosen for its ability to fit into your general scheme, to increase the scope of your wardrobe without increasing its dimensions. Such a wardrobe (the most economical in the world) takes thought, time, and some self-analysis. You have to know who it is you're dressing, where you are going, and how much you can spend. The object is to clothe you, and your activities, perfectly. When you buy, in January, in July, isn't important. You're not buying for a season, but for a year, and to a plan. It takes some years to perfect a scheme like this. But you need not start from scratch. The whole point is in not starting from scratch, but in organizing, discarding, adding the catalyst or two which will round out your wardrobe into a complete, self-sustaining whole. Some years are richer than others in these round-the-calendar fashions. 1949 is a good one. The general silhouettes are established, guaranteeing a certain life expectancy. The trend *towards* de-seasonalized clothes is accepted (witness the shirtwaist dress, the bright coat, the light-coloured wools—they'll earn their keep the year round). So if your wardrobe needs a tonic, a reshaping, a gap filled, consider these 1949ers.

THE LONG SILK COAT: perfect between-seasons (and between-weathers) coat, or wear it as a redingote with a dark petticoat. Have it brown, navy blue, black, if it's not just-from-habit, or newly, in grey. (Page 142.)

LIGHTWEIGHT TWEED: a recent arrival in town, now a confirmed city dweller. For your most urban suit or (new contender) a coat dress.

THE SMALL FUR: perhaps a choker, a single mutation mink skin. Or a stole, in a semi-precious fur, fitch, dyed squirrel, lapin.

THE LONG DINNER DRESS: best compromise between a big and little evening. Safest bet: narrow skirt, low neck, capped shoulders. (Page 149.)

CHECKS: the smaller the brisker the better. Not a bad thought for your suit-of-the-year, or (as in tweeds) for a coat dress. (Page 148.)

PRINTS: the safest, for year-round wear; the traditional polka-dot, check, foulard pattern, or any small, orderly design.

MATERIALS: those in the year-round category; silk serge, Shantung, that new matelassé nylon that needs no pressing (page 149), jersey, men's-wear.

COLOURS: the 1949ers (pages 102-103) run more to ranges than to specific colours. Consequently, if you are geared to make a complete change (which means budgeted for a coat, suit or dress, and a few hats) this is your year. There's a blond range, from pale to dark honey, which melts, with a stop-over at persimmon—into the russet-y range, tawny red to brown red. And there's the whole school of blues, from ice to nearly-black.

1949ers: long coat & dress

Vogue Designs for Dressmaking

Two shades of Shantung used together newly, importantly: one tone for the slim dress with its cross-tucked bodice, and for the full-depth coat-lining; one tone for the duster that might be your main summer coat. Both, silk Shantung by Cohama. Vogue Couturier Design No. 477. For back views, sizes, see page 176. Bamboo box bag, $19 plus tax; Saks Fifth; Neiman-Marcus. Strapped linen opera pumps, by Mademoiselle; Lord & Taylor. Gloves by Superb.

BALKIN

JOFFÉ

For a woman en route

She's often on the move: to her daughter in California, friends in the South, or just up to town for a city-breather. She's an old hand at travel. Out of her well-rounded wardrobe she can pack the perfect selection for anywhere in less space than her daughter would take for shoes. She's proof that there is no substitute for knowing what to wear—where. *Above,* en route for the South via the Grand Central Terminal, she wears a clear-cut, uncrumply suit in the brown family, with an easy-to-handle plaid cape, predominantly brown. This costume, of Stroock's wool, $185. Small, peak-brim brown velours hat, $15. Leather-lined bag, $28 plus tax. Calf opera pumps, $13.

Left: Beige knitted cardigan suit (which needs no pressing), always first out of her suitcase; she lives in it at home. Wool and rayon, $55. She fortifies it with the plaid cape, *opposite.* *Centre:* Good weather-permitting, front-buttoned sports dress, for non-participants, built on vertical lines for a tall, thin look: of Mallinson's sheer olive-green rayon. Sizes 16½ to 24½. $13. *Right:* A big-or-little evening dress, with a skirt like a fluted column, a pretty, problem-proof neckline (to tuck a big red rose in), a long fringed stole. Of navy-blue or pale bisque rayon crêpe. $110. The clothes on both pages are to be found at all Lane Bryant Stores. Sizes 18 to 44.

Young plan: a four-dress wardrobe

Mrs. Orson D. Munn, junior, the former Patricia Geoghegan, bases three-quarters of her four-dress wardrobe upon one becoming, year-around colour—navy blue. Here, her spring-to-summer plan.

"Almost my uniform—the dress I wear oftenest."

Because it has a newer than natural waistline, because it's non-committal in weight, and navy blue, Mrs. Munn chooses this Empire-waisted dress of Bur-Mil rayon tissue faille. Its earth-bound price, $35. Chosen for its basic shape, the white piqué hat; $10.*

"My investment—a dress and day-and-night jacket."

Because they can go their separate ways, they'll earn their keep. The jacket, news in its length, in its shelf-back line, is of Juilliard pink worsted. The nice navy-blue dress: rayon crêpe bodice, Juilliard worsted skirt. Costume, about $60. Tilted beret, $6.*

"My best black dress is navy blue."

For late-day, many evenings, from now on, a dress with a collar that shoots toward wings at the back; a lovely spreading skirt. Made in navy-blue Bloomsburg rayon taffeta, $40. With it, Mrs. Munn tries further navy blue—a shadowy length of malines.*

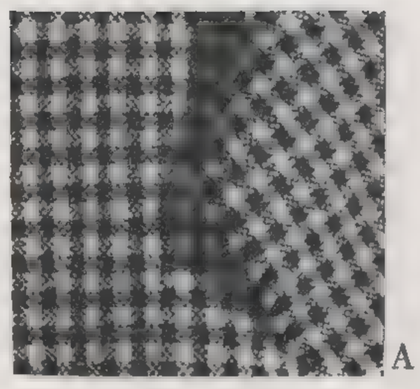
DIANE AND ALLAN ARBUS

"For most evenings, my skirts this length."

And finally, because it seems gala without being formal in length, this is the kind of dress Mrs. Munn will wear for most evenings across the year. A special delight: the fact that it is made of pure silk surah (by Robaix); in pink with grey dots. $40.*

*ALL DRESSES, BY J. L. F., AT JAY THORPE; VANDERVOORT'S; JORDAN MARSH; I. MAGNIN.
ALL MADCAPS HATS AND TRIFARI JEWELLERY, JAY THORPE.

1

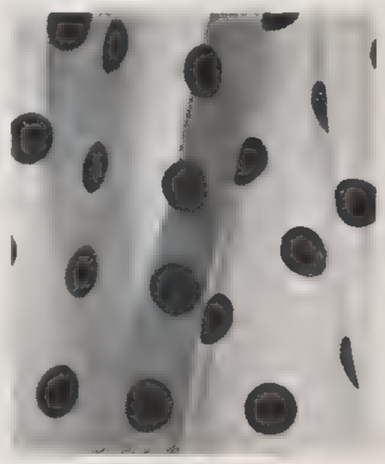


A

2

For city-to-city planning

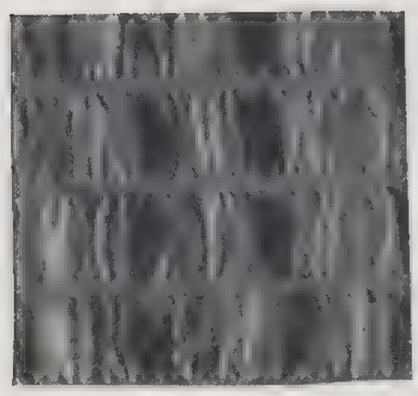
She is the complete urbanite. She loves city life; pavements, people, pressure and all. When she travels, it is likely to be from Dallas to Philadelphia, St. Louis to New York, Chicago to London, to Oslo. She knows that a good town dress is a good town dress the world over: that there is a kind of freemasonry to good clothes; a subtle blending of the fashionable and the functional, born of no particular locale or financial bracket, but which makes a well-dressed woman look to-the-city-born no matter what city she is in. And knowing that, her selection becomes easy, decisive, sure. She might choose the four costumes on these pages: for their ability to be at home anywhere; as a capsule wardrobe, to take her smartly around the world, and/or just as smartly around the circle of her own smaller world of Kansas City, San Francisco, Duluth, or wherever.



B

C

3



D

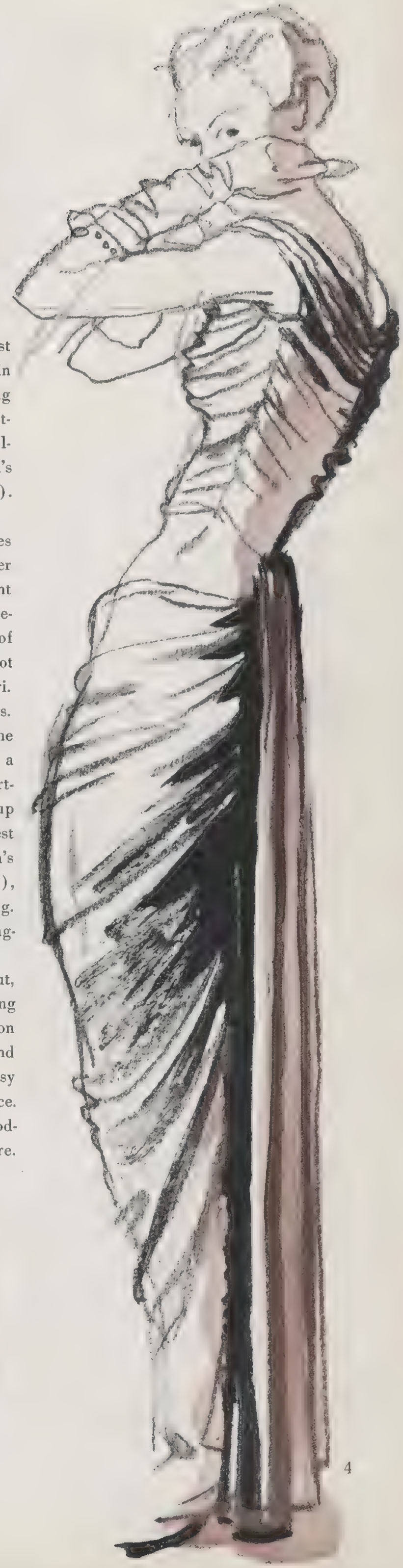
1. The tailored wool dress is the friendliest dress in the closet. A capsule wardrobe in itself, it goes on at nine in the morning and spends the day. This one, a current-fashionable expression: a mild-shouldered, mock coat-dress in brisk shepherd's check. By Capri of Hockanum wool (A). $70; Bonwit Teller; Halle Bros.

2. The good black suit probably rates higher in man-hours-work than any other item. This one is fresh with the current news: belled jacket over slim skirt; three-quarter sleeves; rising collar. The suit, of Lorraine wool gabardine (C). Polka-dot blouse, Shelhar silk surah (B). By Capri. $125; Lord & Taylor; D. H. Holmes.

3. For late afternoon—and later. For "the men aren't dressing" kind of dinner: a present-imperative, the important shirt-waist dress, anything but casual, quite up to your best jewels, longest gloves, largest taffeta rose. This one, in Mallinson's matelassé taffeta of Du Pont nylon (D), washes like—nylon, and needs no pressing. By David Crystal. $40; Bendel's Young-Timers; Seidenbach's; Jordan Marsh.

4. Jersey, which packs flat, hangs out, runs a dead heat with lace for travelling honours. This one, of Enka's mat rayon jersey (E), is close-draped at hip and waist (with a free back panel for easy movement); has a softly gathered bodice. By Ceil Chapman. $60; Bergdorf Goodman; Chas. A. Stevens; The Blum Store.

E



4

1949 ers: SOUTH-GOING... SUMMER-COMING

Today they are one and the same thing. With summer weather never more than twelve hours away, flying time, what you buy for your winter holiday is a preview of how you'll look next summer. Good hot-weather clothes are good hot-weather clothes now, and in July. If they aren't, they weren't. The whole, wholesome trend in clothes is to keep them working for you, earning their keep, as many months a year as possible. On these and the next six pages, we give you a cross section of fashions good for half a year. Their common denominators: skin-tight bodices, clean definition of colour, almost prissy neatness.
Opposite: For any resort where they really dress in the evenings, white organdie, painted with plumes. By Jo Copeland, of Hafner's cotton organdie. About $195; Saks Fifth; Neiman-Marcus; Ransohoffs.
Above: Stark white two-part dress, the skirt, plumb straight from a peg top, the sleeveless waistcoat, fitted (very), has a button-to-taste neckline, to stop precisely where your self-consciousness begins. By Clare Potter, of Celanese rayon sharkskin, $50; Lord & Taylor; Hudson's.
Below: It's a one-piece dress: the top, white linen, prettily, pointedly bared, the skirt and bolero (not shown) navy blue. By Adler & Adler, of McBratney linen, $90; De Pinna; Wanamaker's, Phila. Blue denim bag, $10, plus tax, at Lord & Taylor.

FRANCES MCLAUGHLIN

SEBASTIAN

FOR THE SOUTH, FOR THE SUMMER

Above: Wool, for the bland coolness of (say) Bermuda in the earliest weeks of the season, made in shadowed colours, clear lines, for all the day. By Herbert Sondheim in Shamokin worsted, grey and white ombré-striped. $80. Altman; Himelhoch's. *Below:* For a Jamaican interval, or daylight dining in New York, Claire McCardell's artfully simple, brilliantly coloured turquoise-blue dress. In Mingtoy silk Shantung. $80. At Lord & Taylor; Himelhoch's.

SEBASTIAN

Above: As tweeds to the Scottish moors, this kind of costume to a resort like Nassau. where day clothes are underplayed, some days chilly. White jacket, $35; blue skirt, $15; Juilliard wool flannel. By Duchess Royal. Bonwit Teller; Wm. H. Block. Kimball scarf, $2; Calderon belt, $13; Saks Fifth. *Below:* Purple top, Bettman knitted wool; pink-mauve skirt, Galey & Lord chambray. By Carolyn Schnurer. $23. Bonwit Teller. Bergère jewellery, both pages, Saks Fifth.

SOUTHERN PRINTS: SUMMER PRINTS

No rules about them, no generalities, this year; just more prints, and prettier . . . prettier.
Left, from afternoon on, blue and white Onondaga silk Shantung; over a strapless top a little shawl is wrapped. Omar Kiam design at Ben Reig, $195. Lord & Taylor; H. P. Wasson.
Right, for Sunday lunch, sun-shaded afternoons, *mille-fleurs* on white Moygashel linen. By William Bass, about $70. Altman; Burdine's. All pseudo-pearls by Marvella at Altman.

Above, draping and moulding from the Empire; a low bodice, fresh flowers. The silk, by Shelhar—pale green dots circled with red, on grey. (Wear it with taupe, in town, in spring.) Dress by Jo Copeland, $155. Saks Fifth; Harzfeld's. *Below,* the well-cut, well-patterned silk shirtwaist dress, here, at a price. White and pink on grey Cohama silk. By Aywon, $35. Altman; Famous-Barr; The May Co., Los Angeles.

BISSINGER

Above, left: The news, the fabric—tweed-patterned cotton corduroy; the news, the shape—high-waisted shorts that make for a longer-legged look for those who do (and do not) need it. By Carolyn Schnurer in Crompton cotton corduroy. $13. Best's. *Above, right:* Beach coat in terry cloth; cuffs and collar in rayon sharkskin. By Annis. $13. Under it, the slimmest possible two-piece suit, Hafner's black rayon satin, and Lastex. $16. Both, De Pinna.

SOUTHERN SEAS; SUMMER SEAS

Below, left: Brown with white, a duotone for suntan, and colours of this year. A cactus design hand-printed on rayon satin and Lastex. By Catalina. $15. De Pinna. *Below, right:* The clear-cut, clinging maillot, which, paradoxically, does very well by the less-than-perfect figure. By Mabs of Hollywood, in quick-drying nylon taffeta. $18, from Lord & Taylor. *Opposite page:* Bathing dress, by Bestlyne in Celanese rayon sharkskin. $15; Bonwit Teller; Joseph Horne; Thalhimers.

LANG

HORST

1. Cotton matelassé, permanent finish; by Fuller. By the yard at Macy's. *Next,* cross-barred organdie, Ponemah-woven, by Wesley Simpson. J. W. Robinson. *Next,* print of 50% Hafner silk, 50% Bemberg rayon. Carson Pirie Scott; Frost Bros.

2. Swiss voile; drawn stripes, woven tucks, by Reichenbach. Marshall Field.

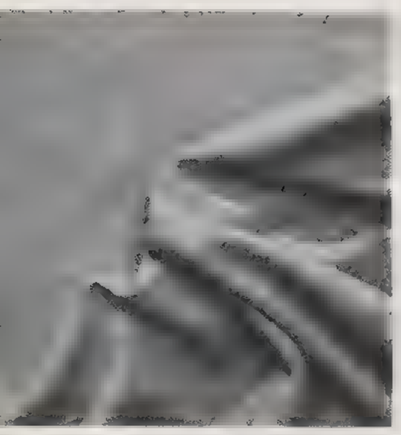
MORE THAN MEETS THE EYE

When you can toss a wool jersey dress into soap and water as you would your nylon stockings, and have it emerge the dress it was, and clean . . . when you can pack a thin, fine crêpe linen dress and wear it happily without pressing it . . . and buy certain rayon weaves without fear they'll fade . . . and send a nylon matelassé dinner skirt to the laundry tub, wear it as soon as it dries . . . and know that a full-skirted voile beauty has a blooming freshness it will never lose . . . and that a rayon taffeta dress can be dry-cleaned successfully again and again . . . you have chosen a 1949 "miracle fabric," a cloth with more ego than meets the eye.

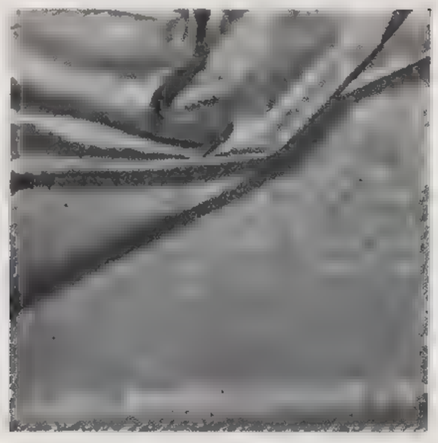
Some of these marvels (and here we put our camera to several) owe their new attributes to "finishes," to chemical baths and processes. Some are engineering wonders, the fruit of machinery now designed to do what only a few skilled hands could do before.

Some of the new marvels are a combination of both, of complex new machinery and chemistry. That cotton moire, for instance (see cut number four), has a new and subtle surface and one that will last through laundering. The sheer crêpe linen is another (see cut number seven); you might choose it for its sheerness, but you'd come to love it for its character (it resists crumbling; creasing; packing-trouble). And the new linen-like rayons, good in themselves, have a new crease-resistant quality via a Unidure finish.

This is a year—to quote ourselves—to learn about, be intelligent about fabrics. Today, there are inducements to buy many of the new materials purely for their beauty; and every reason to expect more of them than handsomeness alone.



3. English worsted jersey, washable. By Wolsey, Ltd. McCutcheon's.



4. A first: cotton moire, permanent finish, by Ameritex. Bloomingdale's.

5. Men's silk tie rep, new to dresses. By Blue Bird. Altman.

GRIGSBY

6. Wrinkle-shed cotton tweed, treated with Resloom. By Dan River.

7. Tootal crêpe linen, Tebilized for crease-resistance. McCutcheon's.

A VERY FINE TOILET SOAP

WITH THE MOST TREASURED NAME IN PERFUME...

CHANEL

Favorite of the Month

SHUR-TITE

$5.00*

Luxury in leather
a soft, smooth, captivating bag, ideally combining classic charm with serviceability. All the leading colors, in supple New Zealand glamé leather.

*slightly higher in some localities

Goldsmith brothers mfg. co., inc.
New York • Chicago • Los Angeles

Many other Shur-Tite originals at your favorite counter at various prices.

IDEAS IN BOOKS

(Continued from page 112)

sensibility and self, an absorption in the abstractions of literary design, a symbolic elimination of the conflicts of life by means of the elimination of plot and dramatic action from the novel.

Where this refusal of immediate realities is the animating principle of an author's work, I should think we could hardly expect a sudden reversal of attitude simply because the present political complexion of the world is not just what we thought it would be a few years ago. On the contrary, I should imagine that any reassertion of the optimistic genius of the traditional novel would be met by a new intensity of despair. On the other hand, we already see in a whole new group of gifted, sensitive young writers the wish to meet life more directly than their immediate predecessors did, especially the wish to widen the horizons of sensibility to include more than merely the self of the author. I think of such newcomers as Peggy Bennett, Elizabeth Fenwick, Daphne Athas, Martha Bacon, in each of whose first novels we find that the story ends with the leading characters having achieved a much higher degree of maturity than they had at its beginning. This acknowledgement of the principle of growth marks, I believe, a most significant advance over the non-developmental spirit which had previously ruled much of our artistically ambitious fiction. And perhaps it is not hoping too much to expect that, parallel to the resurgence of energy in the traditional novel, the next year or two will see a new vitality among our young innovators—the vitality of more thought and less introspection, and of an increasing acceptance of the objective world.

Certainly under the impulse to a fresh appraisal of the opinions on which modern liberalism has taken its stand, we should be able to look toward a fiction of more and better ideas. For every liberal shibboleth which we throw out, we have the right to anticipate an attempt to bring new reason and insight to bear on our social problems—and we already see initial demonstrations of this effort in such books as Saul Bellow's *The Victim*, which asks the startling question, How much responsibility has the social victim for his own fate?, or Lionel Trilling's *The Middle of the Journey*, which undertakes to search out the emotional correlatives of radical partisanship. The coming literary year should witness the launching of an increasing number of such unorthodox inquiries. It should also see the re-emergence of the lost art of satire, which is, par excellence, the art of the questioning intellect at play. An increase in good humorous fiction, however, as opposed to satire, is something I believe we can not legitimately expect. More than any other expression of the personality, humour depends upon a secure sense of values. The problems of the world are too intense, and man's fate in society far too uneasy, for our jokes to be anything but corrosive.

The insecurity and fear which have affected fiction so unfavourably no doubt account for the impetus which the art of criticism has received in this past decade. Criticism is bound to flourish in a period in which the creative imagination is embattled; it takes over, under the dominion of the intellect, the exploratory functions which the novel, always under the dominion of the heart, is too timid to perform. Yet while seeming to confront the contemporary realities more boldly than fiction has dared, even our criticism has balked at its duty to investigate all the possible relationships of literature and life. Instead, it has almost exclusively confined itself to the close explication of texts, the exposition of the formal interconnection between the various elements of a literary work—an undertaking surely needed but surely narrow.

But I believe that here, too, we are about to see a change and an improvement. If for some years the advanced lines of criticism have been so strongly held by the formalists—the Cleanth Brookses, the Allen Tates, the R. P. Blackmurs and their myriad younger disciples—and if a more catholic—one might call it a more humanistic—criticism has been at such a disadvantage, at least numerically, before their highly disciplined forces, I think this period is now drawing to a close and that the precise textual study which has been so absorbing is about to yield to a broader critical method. Very soon again, I think, the critic will see it as his job to deal with more than matters of language and syntax—to deal with morality in all spheres, including the sphere of style.

The question then remains whether poetry will also regain some of its older powers, whether it will break with its habits of privacy, of over-compressed speech and difficult allusion, and go out to meet the world more openly than it has. Here it is interesting to note a striking contradiction—that although the most influential poets in our time have been Yeats, Eliot, and Auden, all three of whom are remarkable for their directness of emotion and statement, it has been in their names that the younger poets have crushed both direct feeling and direct intelligence. It seems to me inevitable that these disciples will soon try to come closer to the true spirit of their masters and that just as fiction and criticism will broaden their bases in the world, so in poetry some of the effort which has gone toward achieving a quintessential purity of expression will be transferred to communicating an effective content. By this I do not mean that poetry will become didactic, but simply that it will aim to recapture the libidinousness and music and the straight communication of idea which for so many centuries have made it the reigning art.

Mrs Anthony J. Drexel, III

Back of beautiful distinction like Mrs. Drexel's is always perfect grooming

Her Lovely Face shows you the gracious charm that is her Inner Self

Famous for her vivid starry beauty, the world responds to Mrs. Drexel's loveliness wherever she goes. The minute that you see her, you are aware of her inner serenity, of the cultured, friendly charm that is the keynote of her exquisite self.

Your face **is the only You that others actually see. It is the You they first take to their hearts. It is the You that they remember best. Do, then, help your face to say only pleasing, lovely things about you. Its loveliness, its charm, rest very much with *what you do for it.***

She uses Pond's!

"I think it's a superb cream—the best I know," Mrs. Drexel says

Let *your face* show *you* to others as the delightful person you really are. Care enough to keep your face softly lovely with the immaculate cream-cleansings that do so much for skin. *Always* at bedtime (for day cleansings, too) give *your* skin Pond's "Outside-Inside" Face Treatment. *This is the way:*

Hot Stimulation—splash your face with hot water.

Cream Cleanse—swirl Pond's Cold Cream all over your face. This will soften and sweep dirt and make-up from pore-openings. Tissue off.

Cream Rinse—swirl on a second Pond's creaming. This *rinses* off last traces of dirt, leaves skin lubricated, *immaculate.* Tissue off.

Cold Stimulation—a tonic cold water splash.

Now look at *You!* Your face seems re-made!

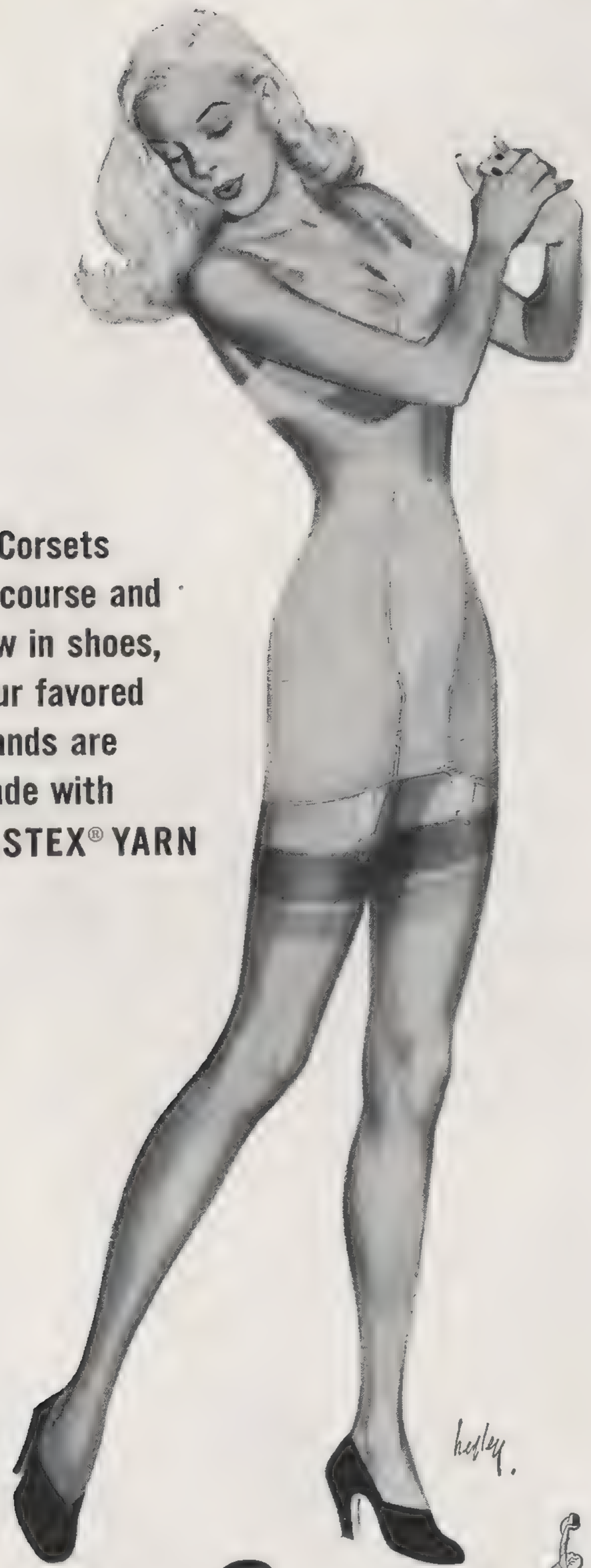
This "Outside-Inside" Face Treatment literally acts on both sides of your skin. *From the Outside*—Pond's Cold Cream softens and sweeps away surface dirt and make-up as you massage. *From the Inside*—every step of this treatment stimulates beauty-giving circulation.

Never feel it is merely vanity to develop the beauty of your own face. When you *look lovely,* it spreads out from you to all who see you. It gives you a charming air of happy confidence that makes you seem a lovelier person to be with. It brings the real *Inner You* closer to others.

Pond's—used by more women than any other face creams. Today—get this favorite *big,* dressing-table size of Pond's Cold Cream.

STYLE with COMFORT

Lastex
Reg. U. S. Pat. Off.



In Corsets
of course and
now in shoes,
your favored
brands are
made with
LASTEX® YARN

Lastex
Reg. U. S. Pat. Off.

THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by

UNITED STATES RUBBER COMPANY

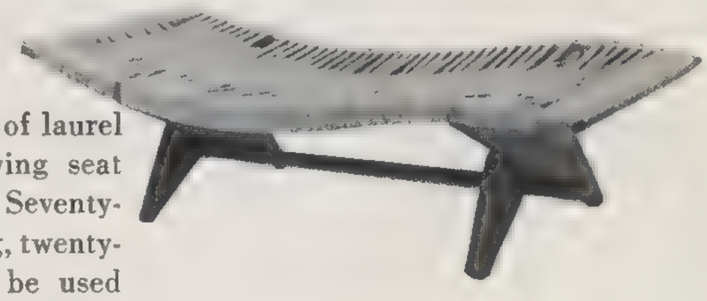
1230 Avenue of the Americas • Rockefeller Center, New York 20, N. Y.

SHAPES OF THINGS TO COME

On this page, the potential household gods of 1949. Some of them are in the never-before category, fresh in design and material; some, made in quantity for the first time, will soon be news in shops across the country, where they will be making first appearances. A good many of these things are ready now, the others may be expected later.

Richards Morgenthau has tables—unarbitrary in shape—with free form, tops in glass; with sculptural bases like wishbones; they have an odd, abstract, enchanting look. This sort of table was restricted, last year, to the New York shops; now it is being produced in mass, will be seen in many cities. For those to whom space is precious, something new in flexible furniture, a piece by Knoll Associates that is a desk, a dressing table, a luggage rack, or seat, bureau, and bar all in one, all in a length of one hundred and eight inches, in shining natural-finished birch. Closed, it is two neat chests on a stand.

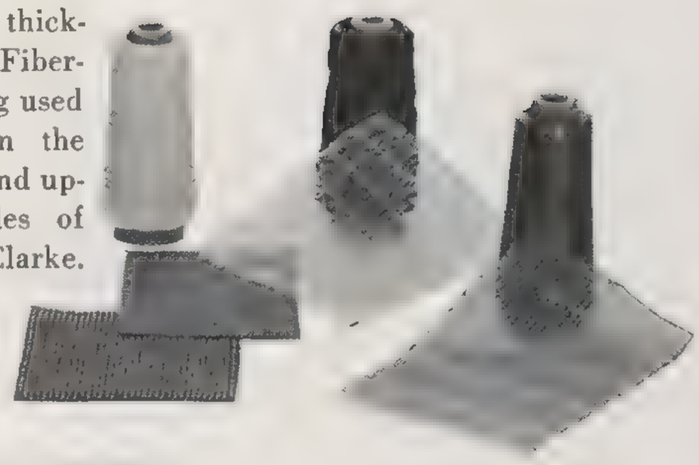
In materials, there is news in Fiberglas yarns, which do not stretch or shrink, will not burn, mildew, or rot, and are stain-resistant and moisture-proof. These yarns are combined with cotton, wool, or mohair, or used alone, to make interesting decorative cloths. Some of them can be had now through decorators, others will be in the shops later in the year.



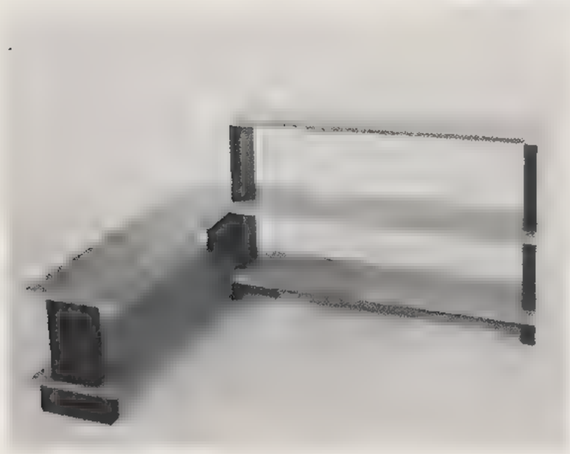
The chaise-longue is made of laurel sabino wood, with a curving seat of hand-woven maguay. Seventy-three and a half inches long, twenty-nine inches wide, it can be used as a day bed indoors or out-of-doors. From Puerto Rico. At New Design.

A brushed brass floor lamp with flexible twin arms, can be set for direct or indirect lighting. By David Wurster; Richards Morgenthau, distributor. Not available before March. Natural birch armchair, by Knoll Associates. At New Design.

"New Guinea," the first of a new series of Blockhouse patterns hand-blocked on natural Pandamus straw cloth. Arundell Clarke. The plant in front is a Brazilian hybrid called "Bromeliad." Imported from South America; at Jack Kelly.



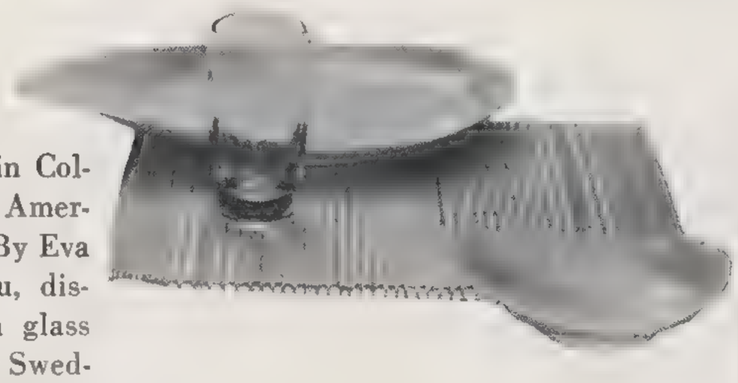
Shown on the bobbins, three thicknesses of tensolite-covered Fiberglas yarn which is now being used —experimentally, as yet—in the making of various casement and upholstery cloths, four samples of them shown here. Arundell Clarke.



"Barker Shelves," new, stable book shelves and blocks linked by brass tie rods. Add them, shelf by shelf, upwards, endwise, or around corners. Shelves, white birch with semi-gloss lacquer; blocks, painted. By Dennett Barker. New Design.

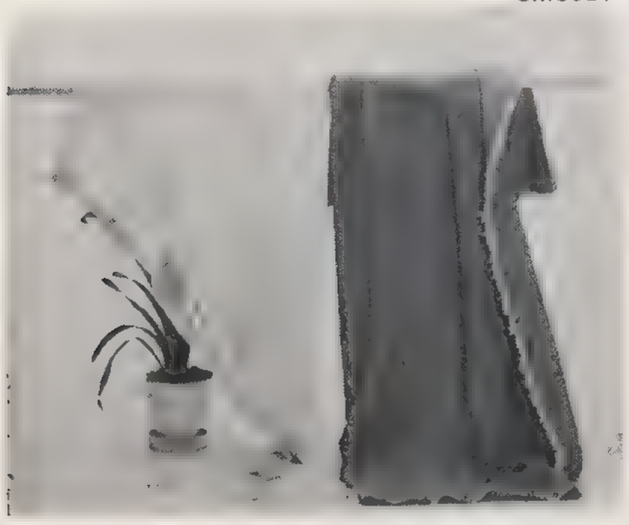
Those poor relations of the fabric family, lining cloths and horsehairs, are climbing; one of them has climbed to the Metropolitan Museum. Arundell Clarke uses these three as draperies; *right to left*, goat's hair cloth, lining cloths.

A large-scale chair of strong, sweeping lines that looks pleasantly sturdy, is immensely comfortable. The chair frame is of tabonuco wood; the back and seat are made of crisscrossing strips of russet leather. Imported from Puerto Rico. New Design.



Place mat by Black Mountain College Craftsmen; New Design. American china plate, fruit bowl. By Eva Zeisal. Richards Morgenthau, distributor. Pressed and blown glass by Russel Wright inspired by Swedish crystal. Available in spring.

GRIGSBY



Really glass "glass curtains," made of Fiberglas marquisette. They wash, need no ironing. Schumacher. Nubby red-and-white handwoven Haitian cotton fabric. New Design. Fuchsia-flowered "Billbergia," a hybrid from Venezuela. Jack Kelly.

STYLE with COMFORT

Stretchable Shoes

Your pumps and high style shoes now attain new comfort when elasticized with . . .

Lastex
Reg. U. S. Pat. Off.

THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by

UNITED STATES RUBBER COMPANY

1230 Avenue of the Americas • Rockefeller Center, New York 20, N. Y.

THE SCENE IS SET FOR: BEAUTY IN THE MORNING

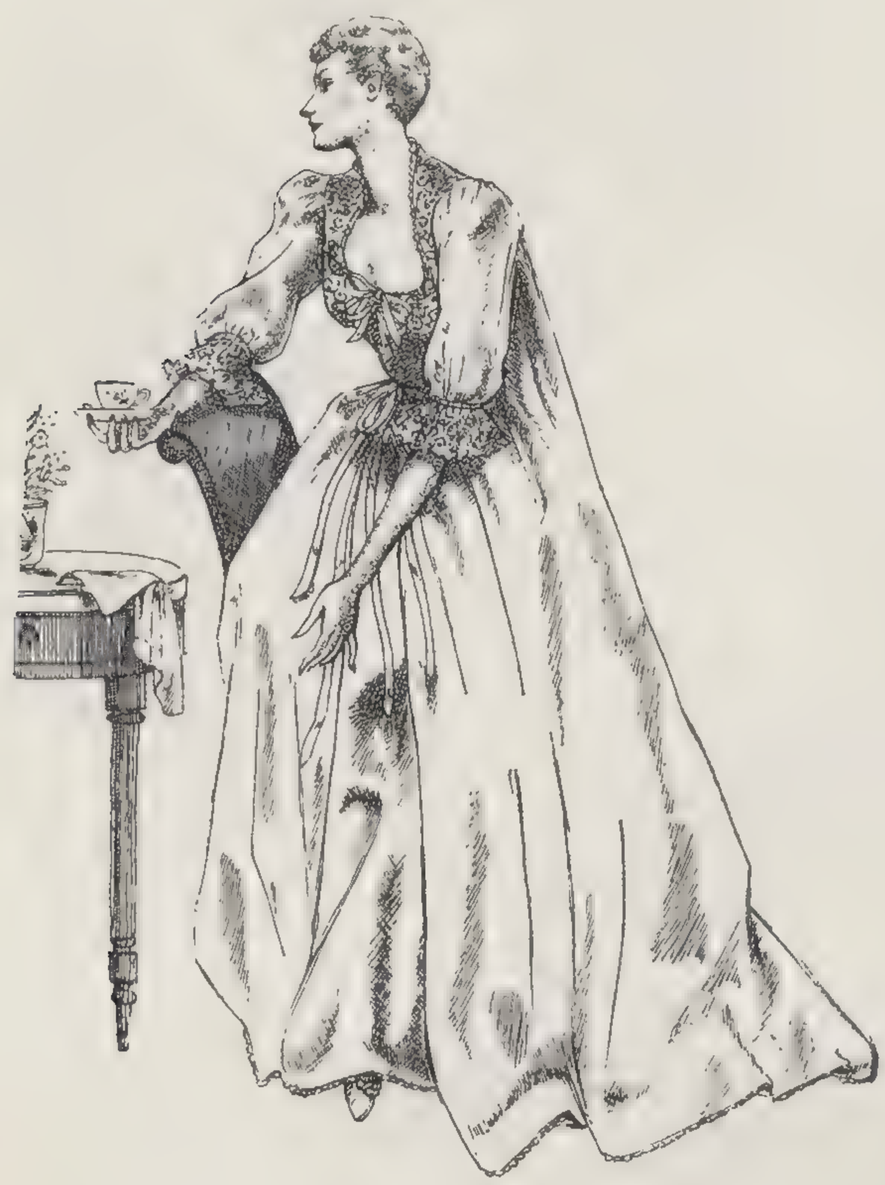
Beauty in the morning is usually the result of a most emphatic plan of endeavour—never a feeble hit-or-miss effort. It is helped considerably by a pretty prop *(below)*, could be helped even more by a wonderful new product—a capsule beauty treatment in cake form, called "Beauty in the Morning." This creamy-when-moist cake provides the wherewithal for an early wake-up, pick-up, cleanser for the face. Leaves you ready for a breakfast audience—for make-up to follow.

Pretty prop: Chevette's white batiste petticoat and camisole. Blue ribbon frames a fluffy ruffle. Petticoat $9, camisole $8; Altman.

DE MARSAN

Almost a beauty treatment in itself: sheer white wool bed jacket by Kristina, with delicate blue appliqué. $16; Bonwit Teller.

Whittle-waisted *négligé* of wool and rayon has an all-over etching of fine stitches, well-drawn collar and cuffs. $80; Bonwit Teller.



DE MARSAN

Fragile plan for beauty-in-the-morning: pink-ribboned Swiss batiste nightgown and *négligé* by Iris. Gown $20, *négligé* $25; Saks Fifth.

BOOTEE

FASHION WISE TAILLEUR

TWEEDIE FOOTWEAR CORPORATION

JEFFERSON CITY, MISSOURI

Tweedies®

ALLURING FOOTWEAR

McCutcheon's

Fabrics that make spring fashions

New Printed Silk Crepes, many of them French and Swiss imports. Exquisite two-tone and multicolor designs for resort wardrobes or to wear right now under your furs! 39" wide. Yd., **3.95** to **12.50**

Pure Silk Shantungs. A new jacquard weave with unusual texture interest, as well as the plain weave that's such a fashion favorite, in this lustrous pure silk. Stunning jewel tones, pastels, black. 40" wide. Plain weave, yd., **5.50.** Jacquard weave, yd., **6.50**

Washable Crepe de Chine of lovely pure silk in over 30 light and dark colors. Use it for blouses, slips, lingerie, linings! 40" wide. Yd., **3.95**

Pure Silk Chiffon for diaphanous evening gowns, blouses, trousseau negligees. Many flattering colors. 39" wide. Yd., **3.50**

Bianchini Silks. "Trois Huit", a pure silk crepe, crepe romaine, the lovely semi-sheer that was so famous in pre-war days, satin weaves, crepe faille and flat crepes! All 39" wide. Yd., **4.95** to **10.50**

Onondaga's "Cotele" Bengaline of 82% rayon and 18% wool for smartly tailored spring suits, jackets, skirts, dresses. Pastel and dark colors. 39" wide. Yd., **3.95**

Yarn-Dyed Rayon Taffetas from Oneida. Crisp and dramatic in plain, changeable, and novelty weaves for evening gowns, cocktail suits, dresses. Use in combinations, too, with the new spring woolens! 39" wide. Yd., **2.95** to **3.95**

Printed Rayon Crepes in a galaxy of charming small, medium and large patterns on light and dark grounds. 39" wide. Yd., **2.00** to **3.95**

Botany Woolens. A complete assortment of new weaves and colors from this famous mill for suits, coats, slacks, dresses, jackets, skirts. All pure virgin wool and sponged, ready to sew. 54" wide. Yd., **3.95** to **6.95**

Forstmann Woolens. Famous Forstmann classics plus new textures and colors for dresses, suits, coats. All sponged, ready to sew. 54" wide. Yd., **6.95** to **12.50**

Woolens from France. Pure wool dress crepe of unusual beauty in wonderful colors, also authentic Scottish plaids of pure worsted yarns. 54" wide. Yd., **4.95**

Pure Worsted Suitings. Domestic and imported weaves, stunning in texture and design for a first Spring suit. Exclusive with McCutcheon's. 54" wide. Yd., **9.95** to **13.50**

Hand-Woven Woolens. Unusual color combinations in plaids and checks to be used alone or with the same fine woolens in solid colors. 54" wide. Yd., **9.95**

"Sag-No-Mor" Jersey of pure worsted. All the newest colors for a smart dress to take you comfortably into Spring. 54" wide. Yd., **2.95**

Viyella Flannel, superbly woven of 55% virgin wool and 45% Egyptian cotton. Grand for children's clothes, negligees, blouses, sports shirts, daytime dresses. Washable. 36" wide. Yd., **2.50**

Stroock and Rodier send us many outstanding woolen fabrics in a variety of interesting weaves including jerseys and high-fashion tweeds. Wide color ranges. Yd., **6.50** to **12.50**

SAMPLES ON REQUEST — SPECIFY COLOR PREFERENCE

Third Floor — Some also at White Plains

Fifth Ave. at 49th, New York 17, N. Y. • VO 5-1000

IDEAS IN MEDICINE

(Continued from page 111)

are now controllable by penicillin. In rheumatic fever, recurrences can frequently be prevented by sulfa drugs used after the first attack.

Although surgery associated with the heart is fast becoming a significant weapon against heart disease, it was only a few years ago that physicians dared to dream of touching the heart. It was the astounding operative technique devised by two doctors, Alfred Blalock and Helen Taussig of Johns Hopkins Hospital, that gave heart surgery its auspicious start. Their historic success with operations on "blue" babies, children who are almost completely disabled because of a congenital heart anomaly, encouraged other physicians.

At Boston's Children's Hospital another operation has been perfected to correct the condition called "coarctation of the aorta." This anomaly is characterized by a constriction of the body's main blood vessel which prevents blood from flowing from the upper to the lower part of the aorta. Boston surgeons are reporting excellent results with an operation in which they remove the constricted area and interpose a length of fresh arterial tissue to reestablish aortic flow.

A newly developed preoperative technique, quite as dramatic as operations themselves, is "catheterization." This is a really amazing process whereby a rod-like "catheter" (made of woven silk) is inserted through the skin, threaded into a vein and advanced under fluoroscopic guidance until it reaches the heart. There the surgeon probes into the various heart chambers to determine which area is defective. Catheterization localizes a defect within the heart; it provides evidence on which the cardiac surgeon can make a vital decision—to operate or not to operate.

Heart surgery is still in the experimental stage, its development and availability depending on further animal tests and special training of surgeons in the new skills. The positive aspect of recent research is that physicians have come to realize the tremendous possibilities of heart surgery and are beginning to explore an increasing number of operative techniques.

CANCER

The latest official figures on cancer deaths in the past year show that the death rate from this disease is continuing to rise. But the outlook is not thoroughly pessimistic. While an over-all cure is still a distant goal, medical men are pinning their hopes on new methods of recognizing the disease at an early stage—on catching it before it is too late. One method, practiced so far by a mere handful of physicians, is "exfoliative cytology," or the study of one single cell drawn from the body fluids. This is possible because cancerous conditions within the body produce a constant "exfoliation," or sloughing off of malignant cells into the natural fluids which are found in such various organs as the vagina, mouth, urinary tract, the stomach, lungs.

Before this, it was necessary in determining whether cancer was present for surgeons to perform a "biopsy," a minor operation during which a whole piece of tissue was removed from the diseased area and then studied under the microscope. (Biopsy is still used, however, for confirmation.) Researchers feel that exfoliative cytology has two great advantages: it seems to show up malignancy at an earlier stage and it is easier to obtain a cellular specimen from a body fluid than from a body organ. According to one doctor, this development may enable physicians to spot cancer in parts of the body which are now most inaccessible.

New drugs are always being used in the treatment of cancer, and one of the more recent of these involves male sex hormones (androgens) for certain types of advanced breast cancer. It must be given in fairly large amounts, however, to counteract what may be a factor in the development of breast cancer—too much female sex hormone.

CHILDBIRTH

The dramatic decline of maternal deaths in recent years is one of the most cheerful aspects of modern medicine. About eighty per cent of all births take place in hospitals and modern medical methods (chemotherapy, X-ray studies, improved surgery, and blood transfusions) have made child bearing relatively safe—for the mother. The infant's chance for survival, on the other hand, is still something less than excellent. Close to 75,000 stillbirths occur each year in the United States, and about 79,000 infants die before they reach the age of one month.

Whether or not a baby will be born alive today is to a certain extent a matter of geography. Fewer than 1900 doctors are certified as obstetricians by the American Board of Obstetrics and Gynecology, and nearly one-half of these specialists practice in the twelve major metropolitan areas of over one million population. When there is a competent physician in attendance, many steps are taken to avert stillbirth. Severe infection, toxemia, threatened premature labor—all of these are being controlled through the application of medical knowledge. "Erythroblastosis foetalis," a disease which may occur when the mother's blood is Rh negative, is becoming statistically more important as a cause of stillbirth. An increasing number of physicians are doing routine investigations of the expectant mother's blood early in the pregnancy. If the patient is Rh negative, careful check is kept of the level of antibodies circulating in her blood. Should the number reach a point that indicates danger, the doctor can be prepared to do an "exsanguination transfusion" after birth. Through this newly perfected technique sixty-three to seventy-five per cent of the baby's

(Continued on page 169)

Modess ....because

A Sensational Performer!

THE ONE AND ONLY

Suspants®

by Blue Swan

THE UNDIE YOU CAN WEAR WITH GARTERS

Say goodbye to costly and uncomfortable girdles and garter belts! Keep your stockings up and expenses down with Suspants . . . practically a wardrobe all by itself. Wear it as a regular undie too, without garters, on stockingless occasions. There's a Suspants style for almost every figure in a fabric and color that's just to your liking.

Run proof rayon	— $1.50
Double Woven Rayon	— $1.98
Knit with Laton†	— $1.98

Also in a fussy feminine lace trimmed rayon brief — $1.50

A McKAY PRODUCT
pat. app. for.

LOOK FOR THE Suspants LABEL
ACCEPT NO SUBSTITUTE

BLUE SWAN MILLS, Division of McKay Products Corp. • 350 Fifth Avenue, New York 1, N. Y.

UNDIES • SLIPS • GOWNS

† Reg. U.S. Pat. Off.

IDEAS IN MEDICINE

(Continued from page 166)

blood is withdrawn and then replaced by blood that contains no RH antibodies.

Although great strides have been made in lowering the death rate of children after the age of one month little progress has been made in reducing the deaths of younger infants. Prematurity is the greatest single cause of these neonatal deaths, and it is estimated that twelve of every thousand babies born alive die because they were born prematurely. In hospitals where every facility is available, the rate has been cut about half.

It is clear that the importance of highly trained nurses and physicians can not be overemphasized. To the premature infant it spells the difference between life and death. Doctors themselves realize now more than ever that "premies" at their best are borderline cases who require constant and skillful care. Medical men feel so strongly about this that in one city, Chicago, premature infants born at home or in unapproved hospitals must be rushed by special ambulance to an approved hospital. New York will go a step further—elaborate plans are being made to build "premature units" in key hospitals in the city.

ACCIDENTS

Never before in history has accident prevention work been as widespread and well organized as it is today. Safety engineers have come to the conclusion that local, sporadic efforts add up to little or no results. It is only when concerted attacks are made on a nation-wide scale that accident rates begin to drop.

The home is still the scene of the greatest number of disasters. Here in 1947 there were 34,500 fatal accidents and more than five million injuries. "And we call the home man's castle," says the National Safety Council in an ironic aside. There is hope, though, that it will come closer to that ideal, for a National Program for Prevention of Home Accidents has been formed under the sponsorship of thirty national organizations including such groups as the Red Cross, the American Institute of Architects and the Federation of Business and Professional Women's Clubs. Three things will be considered in eliminating home hazards. Physically, the house must be properly designed and constructed; the equipment used in the house must be improved to insure greater safety and the people living in the house must be conditioned through educational publicity to "move cautiously and watch their steps." Local groups, some under the direction of state chairmen, have already formed to begin the vast work outlined by the program.

One small but important aspect will call for the cooperation of electrical appliance merchants. They will be asked to set up demonstrations of new equipment and to include clear and specific directions with each article they sell.

On the motor vehicle front encouraging progress was reported at the President's Highway Safety Conference held in Chicago in June of last year. These annual conferences, which were started in 1946, represent an attempt by the states to cooperate with each other in reducing automobile and pedestrian accidents. A national "Action Program" was adopted at the original meeting, which called for strengthening of drivers' license requirements, uniform motor vehicle laws, expanded high school driver training, added police personnel, strict enforcement of traffic laws. As a result of vigorous activity along these lines, traffic accidents for the first quarter of 1948 were 7.7 per cent lower than in previous years.

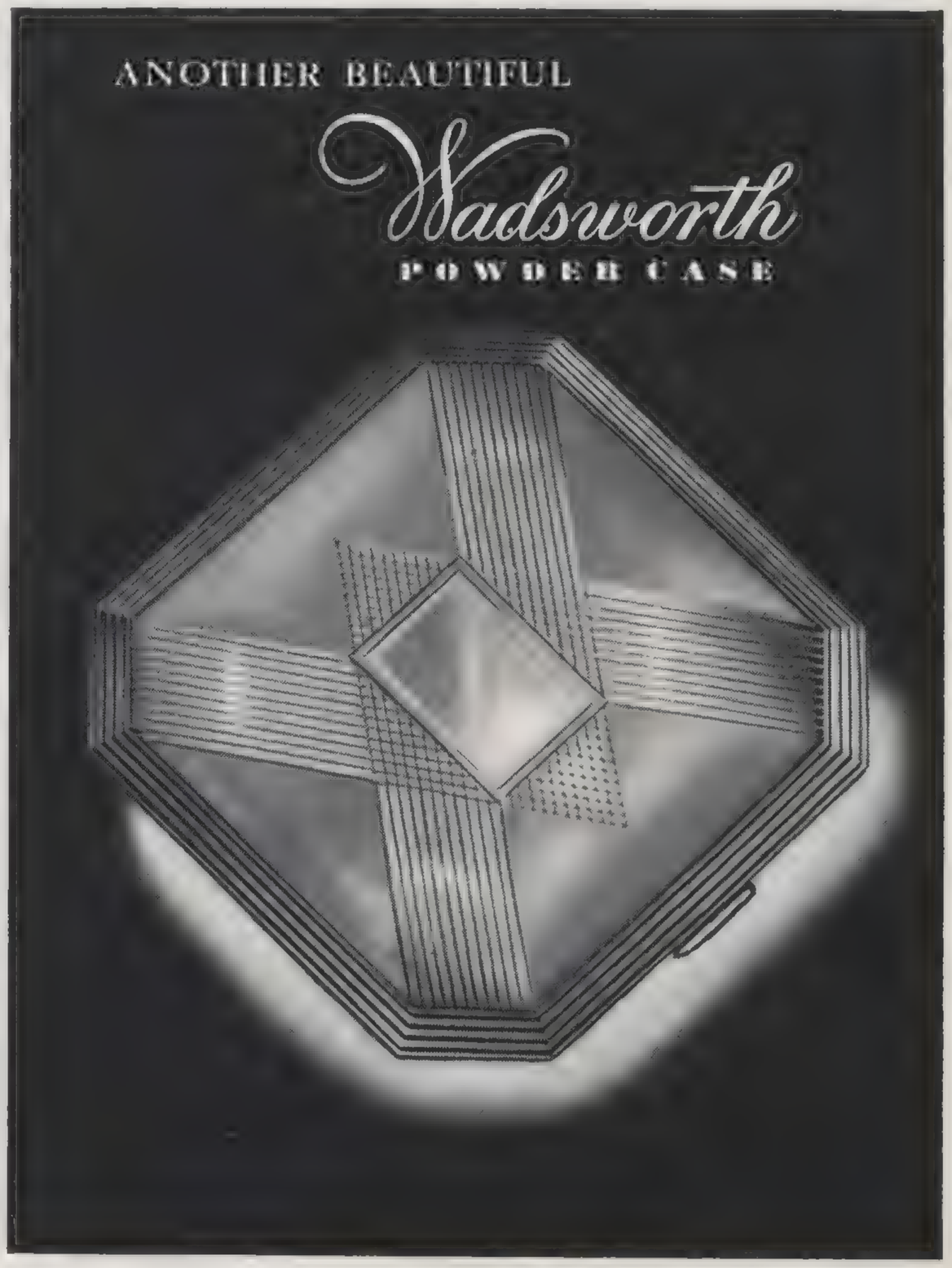
MENTAL ILLNESS

With the passage of the National Mental Health Act in 1946 the outlook for our mentally ill took on some hopeful aspects. In 1947 Congress appropriated three million dollars for loans to states for preventive services, $1,125,000 for training and $400,000 for research. An appropriation was also made for the future site of the National Mental Health Institute which is to be a centre of research into the problem of mental illness.

Of course, the total picture is far from bright. One out of ten Americans suffers from some form of mental disorder and most of these people are getting makeshift psychiatric aid, if any at all. It is notorious that hospital facilities are inadequate (close to 300,000 beds are urgently needed), and professional psychiatrists are still charging fees that are far beyond the means of the average person.

The National Committee for Mental Hygiene sees some relief ahead in the establishment of community clinics and group therapy units. But that is in the future. Meanwhile tangible progress can be noted only on local fronts. In New York, for example, in the basement of a Harlem church, the Lafargue Clinic was set up by Dr. Frederic Wertham to give psychiatric help to people who most need it and can least afford it. In the public schools of Delaware a preventive program has been started through a series of "human relations" classes that are designed to "work out" the problems of school children. The assumption here is elementary: if you tackle emotional problems in childhood there is a good chance of averting serious mental illness later.

One particularly interesting experiment in rehabilitation was recently carried out at the Philadelphia State Hospital where fourteen women patients who were almost well were given a Red Cross Home Nursing Course. The women did extremely well. They all worked hard, enjoyed the studying, and eleven of them received nursing certificates. This type of therapy which helps the patient bridge the gap between hospital and home is receiving more and more attention today. Naturally, follow-up work is still needed but there are many signs that such courses give the patient a good start toward insuring a constructive return to normal life.



FOR A FUN-FILLED FOREIGN HOLIDAY

Nearby CUBA

"Holiday Isle of the Tropics"

Average Winter Temperature 72-7°

A WEALTH of varied vacation diversions awaits you in this light-hearted land of romance... true Latin hospitality where the charm of Old Spain flavors the gay modern pace.

Havana offers a bright center of continental pleasures, night clubs, smart beaches, racing, gaming and art events imbued with true foreign allure.

Save time for the rest of Cuba... incomparable Varadero Beach, famous historic sites, picturesque villages, the best of fishing grounds, the mysterious Isle of Pines ... and a friendly welcome everywhere.

BRILLIANT, VARIED CALENDAR OF EVENTS

GRAN CASINO — gala entertainment, gaming at its best.

ORIENTAL PARK—with horse races four days a week.

JAI-ALAI — nightly games by top players.

CARNIVAL — colorful Comparsas in March!

Also splendid concerts by Havana's famed Philharmonic, varied sports contests, yacht races, native fiestas, fairs and many other events planned for your entertainment.

NEARBY... EASILY REACHED ★ Only 90 miles from the U. S. ★ Fast, frequent, air or sea transportation. ★ No passports needed by U. S. citizens.

Full information and literature from your Travel Agent or

CUBAN TOURIST COMMISSION

P. O. Box 1609, Havana, Cuba or 336 E. Flagler St., Miami, Fla.

TELEVISION AND RADIO

(Continued from page 113)

such second-hand versions of other *media* of entertainment were not of the first significance. Problems such as length, size of casts, script-construction, and event content were being considered *in terms of the requirements of a completely new medium, and in terms of the demands of that medium's completely new audience.*

I remember vividly, for example, the excitement occasioned when for the first time film shots and "live" actors were combined in the same television play. The principal scenes were played live. Their setting, and the continuity linking them together, was provided by selected film "library" sequences. The result was to dispose of the difficulties of intermissions and screen-changing; to help the new form to break away from hampering theatrical conventions of presentation. Naturally at this stage execution was pretty crude. It was nonetheless important.

The period of experiment and bright promise closed abruptly and inevitably with the outbreak of war. Alexandra Palace was closed down. The television staff was dispersed among other radio fields. All of the latter were not available to return at the end of hostilities. Both development of technical gear, and hopes of enlarged studio floor-space had been laid aside. And it was hardly surprising if, when Alexandra Palace was at last re-opened, emphasis became directed upon re-establishing a service, rather than upon details of production methods.

Nevertheless, in my opinion, it is vital to the future of television that this emphasis should be changed, and changed soon. There are various hopeful signs. More money—in the United States, I understand, a great deal more money—is being allocated to television. In England an agreement has quite recently been reached between the B.B.C. and the film industry, guaranteeing mutual cooperation. I read that when Mr. Norman Corwin returns to the Columbia Broadcasting System in 1949, he will devote a third of his time to television production. (Mr. Corwin, to judge from his record, is unlikely to shrink from bold experimentation.) And the new type of camera no longer makes it necessary for actors to work in atmospheric conditions resembling those of the hottest room in a Turkish bath.

The tide of circumstances is setting in favour of television. No longer the Cinderella of radio, television has come to be thought of as its favourite child. Television must not be allowed to become radio's spoiled child: spoiled by the establishment of vulgar standards, and the greed for quick returns. Good writers need to be interested in a new medium of expression. Actors need to be encouraged to develop a technique differing from that used on the stage or before the film camera, yet subtly akin to both. And the audience must learn to pitch its demands high; to refuse to accept either the second-rate or the second-best, just because television has still about it that faint aura of magic which sound-radio lost so many years ago.

In this connection it may not be irrelevant to take stock of radio generally as it stands today both in Great Britain and the United States; to dispose of a number of misunderstandings with regard to the two countries' systems of broadcasting; to suggest that at the moment when television is offering a new lease on life to all radio, sound-radio should intensify self-criticism rather than relax in the comfort of having come to be taken for granted.

For example, it is generally accepted in England that all actors on the American air are paid vast sums in fees; that by and large all American studio-work is superior to its British equivalent. On the other hand —just as it is the fixed belief of Europeans that the London *Times* is an organ of the British Government—so it is the fixed belief of most Americans that the British Broadcasting Corporation is government-controlled. This is not the case. The B.B.C. operates under a charter granted by the Government, including a guarantee of its monopoly. One of His Majesty's Ministers—the Postmaster-General—is answerable in the House of Commons for any questions raised concerning the work of the B.B.C. But within the scope of the charter the Corporation preserves most jealously a tradition of working independence. And governments, both Conservative and Labour, have equally established a tradition of refusing interference with the day-to-day working of the Corporation; with its programme-planning; its relations with its staff; and with its censorship.

To take a single example. In Great Britain the censorship of plays is vested in the Lord Chamberlain, who may grant or withhold a license for public performance in a theatre. But the Lord Chamberlain has no jurisdiction as far as plays broadcast are concerned. Only a few months ago, when Sartre's play *Huis Clos* could only be presented on the stage by a Theatre Club, it was broadcast by the B.B.C.'s Third Programme.

This independence, combined with that complete freedom from interference by commercial interests which is guaranteed by the B.B.C. monopoly of the British air, has established a high standard of what may be called—I hope without unreasonable complacency—professional integrity. Not only the execution, but the choice of programmes is in the hands of people whose career and business is broadcasting and nothing else.

With the major exception of admirable music programmes and, in some instances, of documentary programmes, it is precisely this lack of professional independence and professional control that seems to me to weight the scales against the quality of the broadcast programmes in the United States. The practitioners—the men who actually work on studio floors

(Continued on page 171)

TELEVISION AND RADIO

(Continued from page 170)

and in control rooms—depend too often for their meal-tickets upon the wishes, the prejudices, and the whims of people who know too little about radio and care less. For the choice of the material they handle, the consideration of scripts, the presentation of programme items, even the casting of artists, are usually not in the hands of professional broadcasters, but more often of professional salesmen, whose interest in radio is confined to their belief in it as a medium for the advertising of the commodities it is their business to sell. Yet from the social and national point of view, it is not the effect of broadcasting upon sales that is important. It is the effect upon taste, upon education—above all, upon the younger generation.

In the long run any medium of entertainment depends for its life blood on interesting, and attracting to its service, the creative artist—the writer—and the interpretative artist—the director and the actor. Artists of the first rank will never do their best work in a medium in which the strongest voice is that of the salesman's.

At the moment when the unseen drama was beginning to stand on its own legs, television came along to give the audience back its eyes. It is not without significance in this connection that enquiries after the fate of that experimental dramatic work which I remember admiring before the war have frequently been parried by references to the cost of television.

It is for the listener-viewer to determine that this money shall not be spent unwisely or in vain; to remember that such money—even though it be siphoned through the medium of sponsors' advertising accounts—comes out of their pockets; that *video*, even more than sound-radio, affects them—in their own homes, and to a degree which is likely to condition to some extent the future of the civilized world. The control of radio is synonymous with Power. It is of the essence of Democracy that Power shall not be exercised without Responsibility. It is for the exercise of Power in combination with Responsibility that we must watch—we, who have some small knowledge of what the radio medium, both in sight and sound, can do.

[EDITORS' NOTE: *Val Gielgud has been for twenty years Dramatic Director of the British Broadcasting Company. A great-nephew of Ellen Terry, and the brother of John Gielgud, he has had interests in radio and the theatre, has directed between six and seven hundred plays on the air. In 1939, during the months immediately preceding the war, he studied the possibilities of television as applied to drama. At present he is spending a "sabbatical year" in the United States.*]

IDEAS IN MUSIC

(Continued from page 111)

war that Milhaud, Hindemith, and their colleagues of Stravinskian neo-classicism fought twenty and twenty-five years ago—namely, the war for audience attention, for teaching jobs, for official posts and other sources of patronage.

They will win, too, I think. It is my firm belief that the 1950's will terminate for a time all these hostilities, that the atonalists will very shortly be played in all the concerts and be offered jobs teaching in all the schools. I believe, furthermore, that we have heard about the last of our century's quarrel with the nineteenth. If by 1950 the latter isn't looked upon as just a time in history like any other, then the young people of our day are a timid and fearful race indeed, which I do not believe they are.

And when the modernist war now drawing to a close is finally over, there will begin, I presume, a new classic period, with a style of its own, an amalgamated twentieth-century style that everybody will understand and that all the composers will write in. The beginnings of that are already visible, and audiences accept it. They tend nowadays to judge new musical works by their contents, their communication, rather than by their form or syntax. This means that they are not shocked any longer by any kind of form or syntax and are, in consequence, both willing and able to understand. The revolution is over; all we ask now is good works.

Technology here re-enters our picture in the form of television. This is a windfall for actors and dramatic authors but not at all the gift to concert music that radio was. The inability of a camera to interest the eye throughout a musical piece without unduly distracting the ear limits the effective uses of the medium to those in which the eye is intrinsically involved, namely, opera, ballet, and the transmission of films. We may, therefore, I think, look during the next decade for a growth in the popular consumption of opera, both live and televised.

All independent of television, anyway, opera and ballet have become the object of almost as firm a national devotion as symphony concerts. They are not yet so easily available, but the next depression might well be accompanied by an expansion of opera production as huge as the symphony orchestra boom that went along with the last one. Such an expansion is, in fact, already under way. What remains to be seen is how far it will go.

If the opera proves popular

(Continued on page 172)

CUNARD WHITE STAR

Proudly presents the new . . .

CARONIA

Since the Britannia first braved the Atlantic in 1840, Cunard has pioneered . . . consistently setting standards by which the world measured maritime progress. Now, in the CARONIA, *the largest liner to be constructed since the war*, Cunard again moves in advance of the times, contributing the first liner designed to carry out the dual purpose of a transatlantic crossing or a cruise in southern waters. Sailing on her maiden voyage from Southampton January 4th, this superb 34,000-ton vessel brings to the seas all that is newest and most luxurious in travel comfort, augmented by sunswept terraced decks, complete with outdoor swimming pool and open-air Lido. Here is the precedent-setting liner of the postwar era!

CARONIA 14-Day Cruises

to South America and West Indies

LA GUAIRA • CURACAO • COLON • KINGSTON • HAVANA

From NEW YORK FEB. 12, FEB. 28, MAR. 17, APR. 4

Other Cruises

MAURETANIA 8-Day Cruises to Nassau, Havana, Nassau

From NEW YORK JAN. 15, 26, FEB. 5, 15, 26, MAR. 8, 18, 29

BRITANNIC 48-Day Cruise to So. America and West Indies.

From NEW YORK FEB. 1

CONSULT YOUR LOCAL TRAVEL AGENT

25%

Reduction

IN TOUR FARES

For Americans Visiting

The BRITISH ISLES

When planning your British Isles holiday, make a list of all the places you want to see in England, Scotland, Ireland and Wales. Your Travel Agent will be glad to help you prepare your complete individual itinerary. That way you'll effect substantial savings on planned tour tickets offered by British Railways.

See More in Britain!

Naturally, you'll visit our great cities, our world-famous historic and scenic shrines (all within a day's train trip from London) . . . but with more time you can enjoy so many equally memorable travel experiences in our less-publicized byways. So plan to stay longer—discover for yourself the charm of our villages, countryside and rugged coastline.

Travel means **BRITISH RAILWAYS**

TRAINS . . . Swift, comfortable transportation to every corner of the British Isles;

HOTELS . . . 45 hotels associated with British Railways, strategically situated for your tour or business trip;

CROSS-CHANNEL FACILITIES . . . Railway-operated steamer services over a wide variety of routes to Ireland and the Continent.

Depend on the all-inclusive travel services of British Railways for every phase of your tour of the British Isles. We suggest you secure your rail transportation, as well as Pullman, cross-channel steamer and hotel reservations before you leave.

British Railways—official agents for air tickets on British European Airways Corporation routes in the British Isles.

Write for British Railways new and amusing booklet, "WHAT, NO ICE?"—written especially for Americans planning to visit us; as well as the full-color map folder, "THE BRITISH ISLES"—both free upon request to Dept. 37 at any of the offices shown below.

For tickets, reservations and authoritative travel information on the British Isles

CONSULT YOUR LOCAL TRAVEL AGENT or any British Railways office:

NEW YORK 20, N. Y., 9 Rockefeller Pl.
CHICAGO 3, ILL., 39 So. LaSalle St.
LOS ANGELES 14, CAL., 510 W. 6th St.
TORONTO, ONT., 69 Yonge Street

BRITISH RAILWAYS

IDEAS IN MUSIC

(Continued from page 171)

over television, then there will be thousands of opera companies, opera composers, and opera singers working all over the land. They will be working not only for television but toward the satisfying everywhere of a public appetite for opera. The new classic style will naturally be employed, too, in the new operas; and that will make everybody very happy, intellectuals as well as the naïve. The present writer expects to see by 1960 an opera company in every American city and an opera workshop in every college. He expects that by that time no person under twenty will know what you mean if you mention "modern" music, unless by that curious term you will mean just "normal" music. He believes also that Romanticism will be a historical concept, like the Baroque and the Rococo, with no power in it to harm living artists, but only examples to offer them of sound workmanship and sincere expression.

Give the twentieth century another decade to consolidate its achievements, which in music have been enormous, and these will be clearly acceptable to all. By that time, of course, the brighter young will be getting ready for the twenty-first. Their underground movement will be preparing to blow up the status quo; and the devotees of the status quo will be calling them names, dirty political names, probably, as is the fashion of our time. In any case, their sincerity will be questioned, their brains, their talent, and their loyalty to all existing intellectual standards, if not their patriotism. But these heroic times will return only in the latter part of our century. Just now we are approaching the peaceful apotheosis of its unquestionably glorious first half.

A future war might of course, by keeping the young busy, delay their inevitable revolt by a few years. But I have never found that wars, however devastating, deflect gravely any main current of art history. Peace and prosperity are good for art, of course, as war and privation are bad. But the human race has managed for some time to create beauty without insisting on the ultimate in favourable conditions.

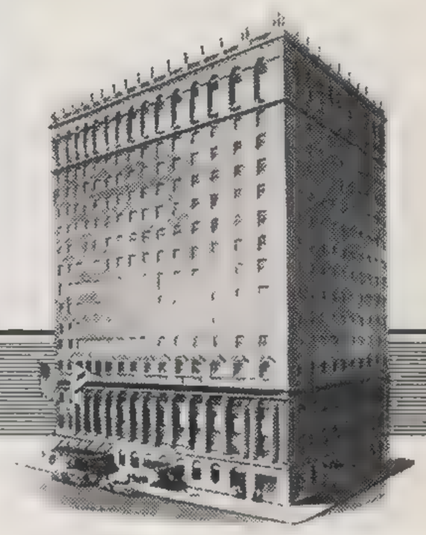
FEBRUARY 1 VOGUE
AMERICANA ISSUE

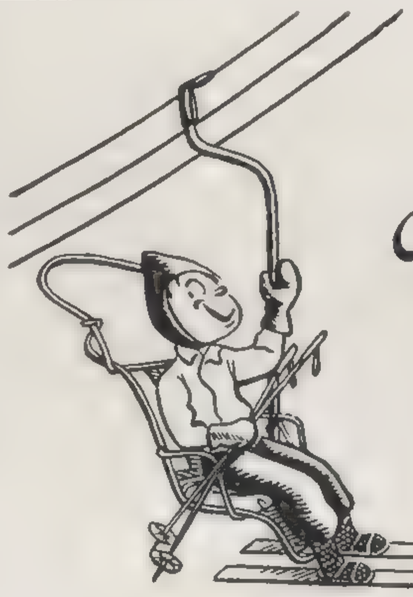
Known the world over!

The pleasure of your New York visit will be enhanced if you stop at the Ritz-Carlton where service and accommodations are still measured by time-honored standards!

RITZ *Carlton*

MADISON AVE. AT 46TH ST., NEW YORK





"My Dear, Mont Tremblant has everything!"

Ski-lovers are telling each other about the new chair lift Mont Tremblant has added to its lavish ski facilities. The lift climbs the challenging north side of the mountain.

Two chair lifts, two rope tows and an Alpine lift provide a total of three miles' carefree riding to swift-skiing heights. No other resort in the east has so many lifts, such extensive, well-groomed trails. A new "sissy schuss" welcomes beginners, where a gentle slope permits skiing with minimum snow. Professional Ski School for beginners and experts.

Meet your friends in the spacious lounges of the Lodge. Mammoth fireplaces, picturesque game rooms and bars. Dancing nightly. Excellent cuisine. Colorful Cottages and Inn. Early reservations suggested.

ALL-DAY SKI LIFT TICKETS $4.50, unlimited rides on all 5 lifts, no waiting.

Only 90 miles north of Montreal

MONT TREMBLANT LODGE

Mont Tremblant P. Q., Canada

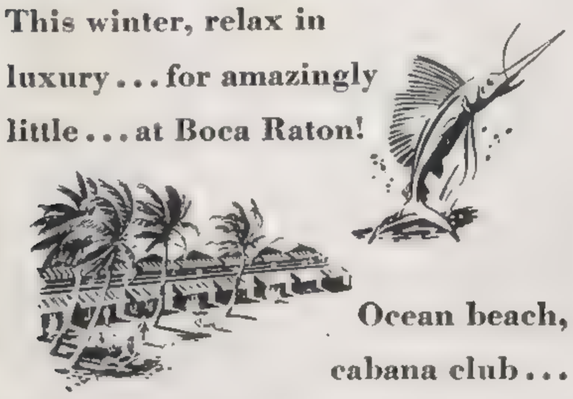
One of the world's finest ski resorts

Dry cold winter air, brilliant sunshine, sparkling white snow make Québec the ideal vacation land for every winter sport. Come to Québec for a different winter vacation, and enjoy French-Canadian hospitality in comfortable modern inns and hotels.

LA PROVINCE DE *Québec*

For help planning your vacation, or for information concerning the unsurpassed industrial opportunities in our province, write the Provincial Publicity Bureau, Parliament Buildings, Québec City, Canada, or 48 Rockefeller Plaza, New York City 20.

This winter, relax in luxury . . . for amazingly little . . . at Boca Raton!



Ocean beach, cabana club . . . two sea-water pools . . . golf, tennis and private fleets for deep-sea and inland-water fishing right at your door!

For reservations, write or wire Desk 1-V.

The Boca Raton Club

Boca Raton, Florida

between Palm Beach and Miami

GASTON LAURYSSEN, *General Manager*

New York Office—730 Fifth Ave.—CIrcle 7-7610

WINTER HOLIDAY

(Continued from page 135)

Arizona has most of the world's temperatures in microcosm—snow-capped mountains, chilly nights, full-summer days. At a ranch, you'll wear levis most of the time; levis with extra sweaters in the evening. At places like Jokake, you need linen, cotton, and chambray dresses for day, thin jerseys if you intend to motor much; bathing suit and by-the-pool clothes; long dinner dresses for evenings, and a fur jacket or warm coat.

Pebble Beach, California, lives for golf; deer and quail nibble on its spectacular courses. You stay at Del Monte Lodge; arrange for a guest card to Cypress Point Golf Club. Whether you play golf or not, you wear golf clothes by day, a skirt and sweater (or two, depending upon weather). You take at least one warm coat, thin jersey sports dresses; by night, you need one pretty, but not décolleté, short dinner dress, a long dinner dress if you're invited to people's houses. For the best seafood you've ever tasted, for steaks and chops, you drive twenty minutes down the peninsula to Gallatin's; eat early enough to watch the quick sunset. For an almost overwhelming view of California *nature,* you drive, by day, from Gallatin's down to St. Luis Obispo, past redwoods, along a coast which has the ferocity of an untamed Italian coast.

Sugar Bowl, California. An hour by bus or car from Reno is Norden Station, jumping-off place (literally) for the Sugar Bowl, which has a ski season from mid-December to June. You tramp slushy ground from the station to a tractor-drawn sled for transportation to The Lodge, where you stay. A chair lift begins at the front of The Lodge, takes you to the top of the mountain, where you choose a trail (each of the runs leads back to The Lodge). Village life is cozy. You wear a long, quilted skirt in the evening, or velveteen slacks; will need lighter ski clothes; everyday underwear; a parka; a middleweight sweater; snow boots to walk in, in the village.

Aspen, Colorado, the shell of a roaring, red-blooded mining town, began to be a restoration project when, in 1945, Walter Paepcke took an interest in it. Today, you go to Aspen for clear air, retreat; for a look at valid Victoriana, but more than anything, for some of the most expert skiing in America, a season that goes through late-May. . . . You stay at Hotel Jerome, authentically Victorian; and there are guest houses, The Floradora, The Gibson Girl, the Victoria; and old stores and buildings converted into bunk rooms for skiers. When you are not in ski clothes you wear wool slacks and sweaters, coats; at night, wool sports dresses.

Good for what pales you

Got that P.M. pallor . . . does the city pall? Come to the Gideon—get away from it all. We're specialists in off-season rests . . . insist on "spoiling" all our guests. Our food is ambrosial. Our beds are the best. Our air is so piney it fills you with zest. And right at our door—the Spa's mineral waters for mothers—fathers—curvesome daughters. We'll be looking for you—wire. *Privately operated. Myron H. Woolley, Manager.*

THE GIDEON PUTNAM

AT SARATOGA SPA

SARATOGA SPRINGS, NEW YORK

The Spa is Owned and its Health Services Operated by The State of New York ☆ ☆ ☆ ☆ ☆ ☆

For Men who like Luxurious Loafing

IZOD OF LONDON*

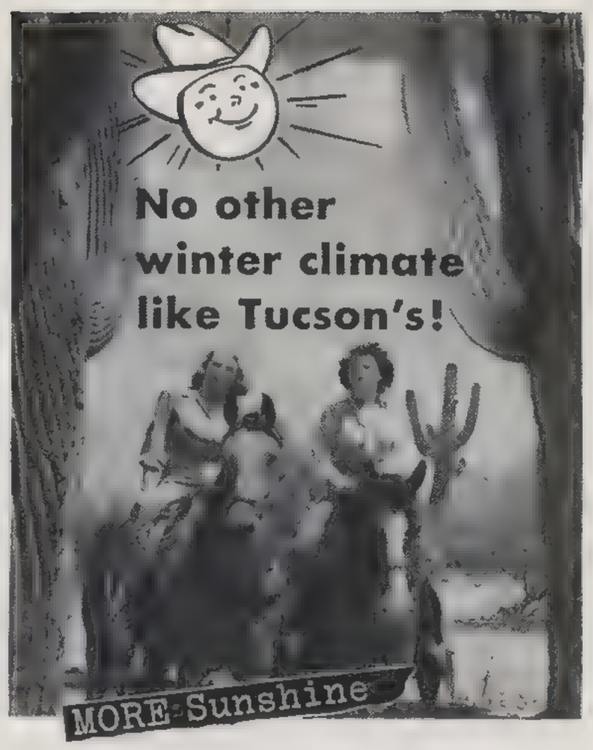
Casual Shirts

IZOD of London

*British Shirtmaker By Royal Appointment!

Only the finest men's shops carry Izod of London Shirts. They are a Sportsman's delight. Come in a wide choice of exclusive fabrics. All handsomely tailored. At one leading store in most cities or write David Crystal, 498 Seventh Avenue, New York 18, New York.

EXCLUSIVE WITH ALL SAKS FIFTH AVENUE STORES IN THEIR CITIES. AVAILABLE AT OTHER FINE STORES.



Tucson is the nation's sunshine center! Its winter days are warm, dry, sunny . . . perfect for outdoor living. Its clear starry nights make sound sleep a habit. New housing has made accommodations more plentiful! Live at a modern hotel or colorful guest ranch. Comfortable sanatoria and rest homes, too. Excellent private schools. University of Arizona.

Sight-seeing is thrilling in Tucson's glorious sunshine! Close by are famous missions and other historic treasures, cactus forests, Colossal Cave, national parks. Then there's Old Mexico next door! Wonderful swimming, riding, fishing trips, hunting, golf. Take part in ranch activities or just relax in the sun. Write for information now.

THIS WINTER YOUR PLACE IN THE SUN IS

Tucson

IN FRIENDLY ARIZONA

Send for Free Illustrated Book Now!
TUCSON SUNSHINE CLIMATE CLUB
4860-D Pueblo, Tucson, Arizona

Name_____

Address_____

City_____ Zone____ State_____

IN POLITICS

(Continued from page 110)

the senators and Adlai Stevenson among the governors. Humphrey is a cocky, brass-lunged young man of courage, indefatigable energy, and inexhaustible political sex appeal. His success as mayor of Minneapolis showed his brains and administrative ability; and, if he will do the necessary homework on the great questions of public policy, he should become a leader in the 81st Congress. Stevenson is the opposite of Humphrey—quiet, modest, more at home around a fireside than on a political rostrum. But he has wit, charm, and valuable experience in the field of foreign policy. If he can add to this a creditable executive record as governor of Illinois, he should figure high in political calculations for 1952.

What, in the meantime, happens to the Republicans? Political defeat is always followed by an outburst of recriminatory explanation. One group says that the party was beaten because it was too radical; the other, because it was not radical enough. To survive as a party, should the Republicans go back to McKinley or on to Roosevelt? It is hard to see that the McKinley theory makes much sense, either in terms of the 1948 election returns, or in terms of the general historical predicament of the Republicans. Indeed, the Republicans today are in exactly the same position as the Whigs after the presidency of Andrew Jackson: the conservatives could not hope to win then until they showed that they wholeheartedly accepted the alteration in the premises of American political life wrought by Andrew Jackson.

"The American people, in effect, said to the Republicans," observes Republican Senator Henry Cabot Lodge of Massachusetts, "'You have made some real progress in liberalizing yourselves and in making yourselves a forward-looking instrument of the popular will—but you have not yet progressed far enough. We are still afraid that you may backslide. Go out and try again.'" This diagnosis seems as sensible as any. Men with the vision and ability of Cabot Lodge will have a large rôle to play in the reconstruction of the party along more liberal lines. It is impossible at this point to predict what individuals beside Lodge are likely to emerge as the Republican white hope.

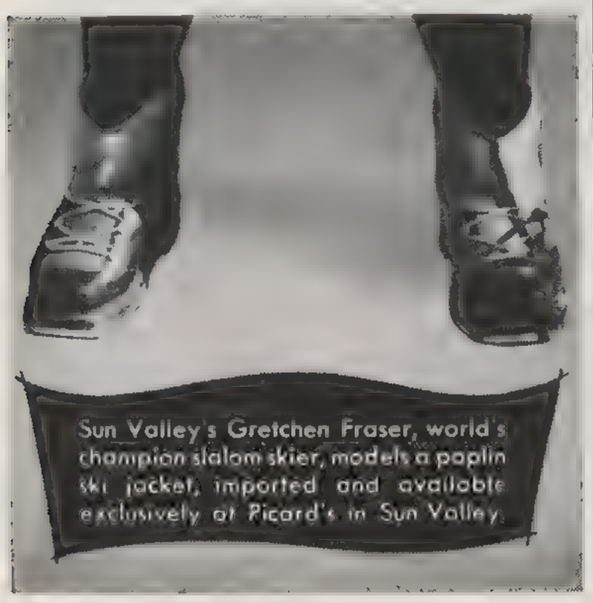
If the American people were voting left, they were voting non-Communist left. They meant left in terms of democracy, not in terms of totalitarianism, and they recognized that there was no kinship between democratic society and a police dictatorship. It is this fact which made the revival of the New Deal in the American elections excite people across the world.

Sun Valley
IDAHO

The trend is always toward pleasure at this famous, festive funland. More powder-snow ski-slopes . . . 8 electrically-powered lifts . . . two outdoor warm-water swimming pools . . . and the ever-present holiday atmosphere add to the allure of this, America's favorite wintertime, all-the-time vacation center. Make your Sun Valley plans now!

* * *

For further information address: W. P. Rogers, Gen'l Mgr., Sun Valley, Idaho, or Union Pacific Railroad, Room 1257, Omaha 2, Nebr., or see any local travel agent.


Sun Valley's Gretchen Fraser, world's champion slalom skier, models a poplin ski jacket, imported and available exclusively at Picard's in Sun Valley.

Coated with plastic for easier handling and longer life, Guild Playing Cards are packaged in a crystal clear plastic case for appropriate gift giving, or keeping. Select your playing cards from Guild's Gallery of distinguished art. Ask for them at your favorite store, or write for the name of the dealer nearest you.

WESTERN PLAYING CARD CO. • RACINE, WISCONSIN
Makers of American Artists Playing Cards

The Saxony
MIAMI BEACH

. . . where the pages of Vogue come to life . . . every season.

Thru sheer sweep of concept, this, the newest, most sumptuous pleasure palace of glass and enchantment ushers in a breathtaking epoch in resort living.

In gay sport or luxurious idling, the Saxony charm perfectly compliments your lovely wardrobe.

Exquisitely appointed rooms with many new features, including automatic air conditioning controlled to personal comfort.

Brochure V and rates upon request.

A FULL BLOCK ON THE OCEAN
From 32nd to 33rd Streets,
Miami Beach

SO NICE
TO COME HOME TO
HOT BUTTERED RUM
made, of course, with
MYERS'S
"Planters' Punch" Brand
JAMAICA RUM

HERE'S HOW:

Pour 2 ozs. Myers's Rum into large cup. Add 2 or 3 tsps. sugar, 2 tsps. butter, and ½ tsp. cinnamon, cloves, or mixed spices. Fill with boiling hot water and stir well.

97 PROOF

For That Extra Wealth of Flavour The Rum MUST be MYERS'S!

Write for free recipe booklet of delicious drinks made with Myers's Jamaica Rum.

R. U. DELAPENHA & CO., INC.
Sole Distributors in U. S. A.
57 Laight Street, New York 13, N. Y. Dept. P-I

Roses of Enchantment

A masterpiece of beauty — Fine Beauvais embroidered roses mounted on Skinner's fine quality satin. Cushioned for extreme comfort and using hard-wearing leather sole.

White, French blue, tea rose, royal, wine, emerald green, black.

About $5.00. Style 3002.

AT ALL BETTER STORES

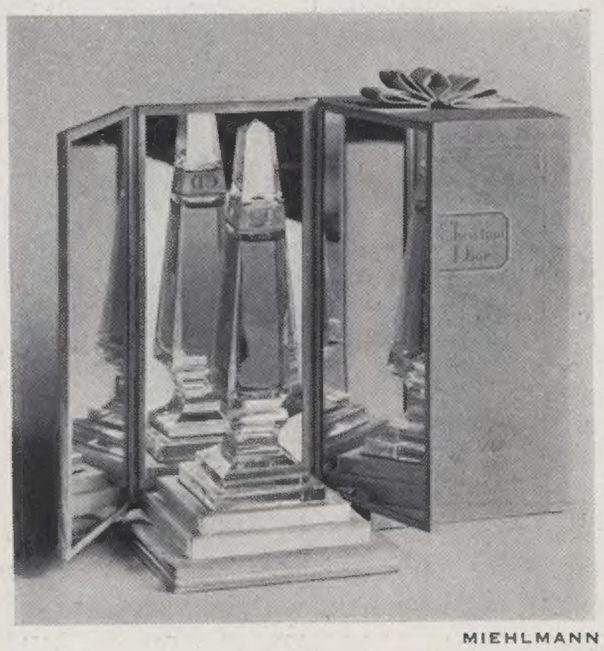
Gustinettes INCORPORATED
376-80 Lafayette Street,
New York 3, N. Y.
"Original Creations Since 1904"

SPOT-NEWS FASHION

Dior's new fragrances

Paris-born Dior perfumes—fragrant accessories to his made-in-New York clothes (see pages 118-121). *Left:* Diorama, a warm, rich-toned scent. Full-bodied without being overbearing. Lord & Taylor.

Right: Miss Dior, a smooth blending of South-France flowers. This light, delicate fragrance brings to mind the subtle overtones of Dior blue—the colour and scent moods are identical. At Bonwit Teller.



MIEHLMANN

for that "magazine cover" figure

...Exquisite Form BRASSIERES

Style 225 $1.50
Circular stitching
White SATIN, B cup, 32 to 38

Send for free style booklet!

Exquisite Form Brassiere, Inc.
373 4th Ave., N.Y. • 850 S. B'way, Los Angeles

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 198 Spadina Avenue, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. Please enclose cheque or money order. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

475	$2.00
477	2.00
482	2.00
S-4947	1.00
S-4952	1.00
6674	.60
6680	.75

Note: Connecticut residents please include tax.

PAMELA GAY ULTRA NUES

The ultimate in sun and swim wear

Black Wool Jersey

HI-TIDE
LO-TIDE

Tied high for swimming. Tied low for sunning

$12.95

NU D'ETE

Black or White rayon jersey. Adjustable for maximum exposure

$9.95

EBB-TIDE

Black rayon jersey and lustre satin. Reversible $12.95

Send all measurements.
Send check with order.
No C.O.D. orders accepted.
All orders shipped postpaid.

PAMELA GAY
Box 23 V
Melrose 76, Massachusetts

you'll find me only on fine

Handkerchiefs

BLOCH FRÈRES

TRADE MARK REG.

BLOCH FRÈRES

Look For The Red, White And Blue Designer Label
AT FINE STORES
11 East 38th Street, New York City

FLAXSPUN LINEN

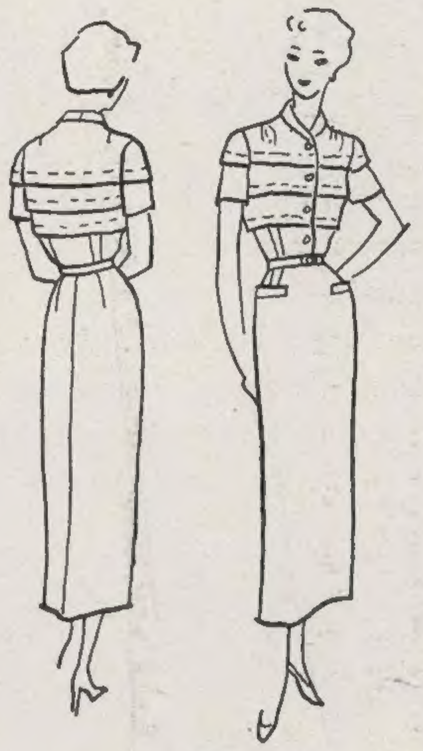
McMullen does a two-piece classic . . . emphasizes its lady-like look of simple elegance with McBratney's imported Flaxspun. Cool, crispy linen that stubbornly resists wrinkles . . . makes this a wearable-wonderful dress all summer long. This dress by McMullen at top stores throughout the country . . . McBratney linen at your favorite piece goods counter.

For the store nearest you featuring this dress and McBratney Linen . . . write

ROBERT McBRATNEY & CO., INC.
121 FRANKLIN ST., NEW YORK, N. Y.

WRINKLE-RESISTING
McBratney

DESIGNS FOR DRESSMAKING



477

Left: Dress on page 142. Design No. 477. Sizes 12 to 20 (30 to 38). Size 16 (dress and coat lining) needs about 6½ yards of 39" material.

477

Right: The other half of the ensemble, the loose-swinging coat. Also Design No. 477, same sizes. Size 16 about 3⅞ yards of 39" material.

VOGUE PATTERNS MAY BE BOUGHT IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 175. (Note: Connecticut residents please add sales tax.)

Here are stores at which you can find the MARY STEVENS styles featured on page 64.

Akron, Ohio ..... Birnbaum, Inc.
Albany, N. Y. ..... W. E. Walsh & Sons
Amarillo, Texas ..... Blackburn Bros.
Ardmore, Okla. ..... Daubes
Ardmore, Pa. ..... Francy's
Asheville, N. C. ..... Jean West
Atlanta, Ga. ..... Leon Frohsin
Atlantic City, N. J. ..... Hombergers
Austin, Texas ..... Alex Ferris
Beverly Hills, Calif. ..... Helft's Pool & Patio
Boston, Mass. ..... Jay's
Buffalo, N. Y. ..... L. L. Berger, Inc.
Charlotte, N. C. ..... Montaldo's
Chattanooga, Tenn. ..... Pickett's
Chicago, Ill. ..... Carson Pirie Scott
Cincinnati, Ohio ..... Todd Bros.
Cleveland, Ohio ..... The Lindner Coy
Columbus, Ohio ..... Montaldo's
Dayton, Ohio ..... Lenore Zapoleon
Del Ray Beach, Fla. ..... Glady's
Denver, Colo. ..... Montaldo's
East Orange, N. J. ..... Doop's
El Dorado, Ark. ..... El Dorado House
Englewood, N. J. ..... Louise Franz
Evansville, Ind. ..... Kaisers
Flint, Mich. ..... Ruth V. Davy Shop
Grand Rapids, Mich. ..... Yager's
Greensboro, N. C. ..... Montaldo's
Greenville, S. C. ..... Jean West
Harrisburg, Pa. ..... Mary Sachs
Hot Springs, Ark. ..... Eleanor Harris
Houston, Texas ..... Everett Buelow Co.
Jackson, Tenn. ..... The Frances Shoppe
Kansas City, Mo. ..... Woolf Bros.
Lancaster, Pa. ..... Mary Sachs
Louisville, Ky. ..... H. P. Selman & Co.
Marshall, Texas ..... Martha Shop
Memphis, Tenn. ..... Helen Shop
Meridian, Miss. ..... Liberty Shop
Milwaukee, Wisc.
Smartwear, Emma Lange, Inc.
Minneapolis, Minn. ..... Harold, Inc.
Missoula, Mont. ..... R. B. Cummins
Monroe, La. ..... Johnnie Smith Elbert
Nashville, Tenn. ..... Tinsley's
New Brunswick, N. J. ..... Preger's
New Haven, Conn. ..... Ann Allen
New Orleans, La. ..... The Kreeger Store
New Rochelle, N. Y. ..... Julie Kay
Norfolk, Va. ..... Barber's
Norman, Okla. ..... Kerrs, Inc.
Ogden, Utah ..... Frank Britton
Oklahoma City, Okla. ..... Kerr's
Palo Alto, Calif. ..... Joseph Magnin
Parkersburg, West Va. ..... Gay Nel
Philadelphia, Pa. ..... B. F. Dewees
Phoenix, Arizona ..... Goldwaters
Pittsburgh, Pa. ..... Joseph Horne Co.
Portland, Oregon ..... Evelyn Gibson
Providence, R. I. ..... Charlotte Ress
Raleigh, N. C. ..... Taylor Furnishing Co.
Reno, Nevada ..... Specialty Shops, Inc.
Richmond, Va. ..... Montaldo's
Roanoke, Va. ..... George T. Horne Co.
Sacramento, Calif. ..... Joseph Magnin
St. Louis, Mo. ..... Lockhart's, Inc.
San Francisco, Calif. ..... Joseph Magnin
San Mateo, Calif. ..... Joseph Magnin
Sarasota, Fla. ..... Virginia Their
Schenectady, N. Y. ..... Cecile Howe Shop
Springfield, Mass. ..... Josephine Smith
Stamford, Conn. ..... Donna Henry
Stockton, Calif. ..... Nell Fitzgerald
Topeka, Kansas ..... Mary Cummings
Utica, N. Y. ..... Eleanor Clinton Shop
Wheeling, West Va. ..... Geo. R. Taylor Co.
Wilkes-Barre, Pa. ..... Mollie Abrahamson
Wilmington, Delaware ..... Bird Speakman
Winston-Salem, N. C. ..... Montaldo's
Worcester, Mass. ..... Richard Healy Co.

PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.

Designed by Monte-Sano in
Juilliard Banker's Grey
Worsted Suiting

Juilliard
100% VIRGIN WOOL
*Reg. U.S. Pat. Off.

"Fine fabrics are the foundation of fashion"

A. D. Juilliard & CO., Inc.
40 West 40th St., New York

Photographed at The Cloisters, a branch of the Metropolitan Museum of Art.

Southern aristocrat . . . Bates elegant all-combed chambray frosted with white Picolay and pearls . . . Southern resort dress to make from Vogue Pattern 423. In six soft shades of spring, Bates beautiful chambray is vat dyed, Sanforized. Extra-wide, it is admirably adapted to the full-skirted, flattering silhouette. Bates Fabrics, Inc., 80 Worth Street, New York 13